DOCUMENT RESUME

ED 322 299 CE 055 257

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TITLE Colorado Career Development Video Reviews.
INSTITUTION Colorado State Univ., Ft. Collins. School of Occupational and Educational Studies.
SPONS AGENCY Colorado State Board for Community Colleges and Occupational Education, Denver.
PUB DATE May 90
NOTE 59p.
AVAILABLE FROM Colorado Video Review Project, School of Occupational and Educational Studies, Colorado State University, Ft. Collins, CO 80523 ($6.50).
PUB TYPE Book/Product Reviews (072)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS Adolescents; *Career Development; Career Exploration; Career Guidance; Career Planning; Decision Making; *Early Parenthood; Employment Interviews; Entrepreneurship; Instructional Material Evaluation; *Job Search Methods; *Media Selection; Postsecondary Education; Secondary Education; *Sex Stereotypes; Standards; Study Skills; *Videotape Recordings; Young Adults
IDENTIFIERS *Colorado

ABSTRACT

The average number of points assigned by 15-25 reviewers to each of 13 guidance and career development videotapes is recorded in a video quality assessment matrix. Reviewers were participants in Colorado State University's 1989-90 Colorado Career Guidance Video Review Project training sessions and videotapes were rated on: (1) instructional quality, including content, instructional design, effectiveness, social orientation, and market value; and (2) technical quality, including audio, visual, and production. Additionally, reviewers indicated whether the video would contribute positively to the intended viewer's achievement of specific career development competencies in self-knowledge, educational and occupational exploration, and career planning. Recommended uses of the videos, for example, as an introduction to a teaching unit, a stand-alone instructional tool, or a motivational activity, were also identified. Specific comments are provided for each of the 13 videotapes. Among the topics covered in the videos are the following: career options for teenage parents; interviewing and job survival skills; entrepreneurship; decision making; sex role stereotypes; and self-esteem. In addition, workshop participants individually reviewed a diverse selection of other tapes and wrote narrative summaries of their reactions; 19 of these reviews are included in this document. Among the topics covered are the following: career success; assertiveness training; career exploration; job-seeking skills; and study skills. A list of the reviewers is provided as well as a list of producers and vendors of videos. Appendices provide information about the national career development guidelines and the evaluation form used. (CML)

Colorado State University

Colorado Career Development Video Reviews

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This document provides a review and evaluation of selected videotapes used within guidance and career development in Colorado. Included is a video evaluation form, developed and field tested within Video Review Training Sessions held in conjunction with Colorado's four Professional Development Programs. Intended for secondary, postsecondary and agency guidance and education personnel interested in using video technology to enhance learning and knowledge of educational and occupational opportunities and career planning processes.

Funded by: Colorado State Board for Community Colleges and Occupational Education

Available From: Colorado Video Review Project
School of Occupational and Educational Studies
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Phone: 303/491-7580

May 1990

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May 1990

2nd Printing July 1990

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Introduction

Project Overview

In Colorado it has long been recognized that all educators can play a key role in the career development process of students and adults. Through support provided by the Carl Perkins Vocational Education Act the Colorado Community Colleges and Occupational Education System and Colorado State University have a history of providing statewide professional development activities and guidance tools useful to career development specialists preparing students for employment and lifelong learning. Martelle Chapital, Program Manager for Guidance, Placement, Corrections and Community Based Organizations, recognizing the need to further advance the use of technology within career development programs throughout Colorado, provided the leadership for this project. Her efforts, along with those of Phyllis Beard, Jan Holmes, and Frieda Dietrich, allowed the project team to complete this volume. As a result of the growing interest in this project and the overwhelming response to the National Career Development Guidelines (Appendix A), the National Occupational Information Coordinating Committee has awarded a grant to the Colorado Occupational Information Coordinating Committee to advance this Colorado effort nationwide. While Colorado State University will be responsible for completing the project, those who utilize this document are encouraged to provide input to an effort which will continue to enhance the success of all students and adults participating in a career development program. This project and additional efforts within the Colorado Community College and Occupational Education System can be looked upon to lead educators as they prepare the workforce of tomorrow.

A New Direction

While counselors have been trained to see the counseling relationship as the dominate intervention tool, there is increasing respect for technology usage within comprehensive guidance programs (Lackner & Feller, 1984; Maze 1987; Feller, 1990). As the information age brought computers to school guidance and agency offices, Colorado counselors reluctantly (Knoll, 1985) used computerized career information systems and software tools. As various standards, guidelines and associations acquainted the counseling community with computerized guidance technology, widespread acceptance is still to come. Early attempts to familiarize counselors with software such as A Review and Evaluation of Microcomputer Software for Guidance, Counseling and Placement (Feller & Knoll, 1985) and The Guidance and Counseling Directory of Microcomputer Software (Santa Clara Office of Education, 1986) led to marginal interest in software use as a guidance tool. Presently, even Walz and Bleuer's seminal work Counseling Software Guide (1989) receives only mild interest.

Video technology, however, may create a different response. Whereas students are often more responsive to computer usage than counselors, video technology appeals to viewers of all ages. While many avoid learning the difference between a bite and a byte, is it possible to escape the power of the tube? Video usage within guidance and career development programs has the additional advantage of coming of age during the nationwide interest in the National Career Development Guidelines. If appropriately selected and integrated within a guidance curriculum, video technology holds the potential of greatly enhancing competency attainment throughout the life span.

The Problem

As videos are used to meet guidance objectives, curriculum developers and producers will see that the supply and demand for video products expands. Yet, school and agency guidance personnel with limited budgets and time must locate producers and secure purchase orders, only to review products often aggressively marketed but poorly constructed. Videos are expensive "black boxes" difficult to evaluate and compare. Furthermore, as video technology increases, the gap between the "have and have not" guidance programs will increase unless a centralized model of review and evaluation becomes available.

The Project's Tasks

This project resulted in the development of the Colorado Video Review and Evaluation Form (see Appendix B). The development of the form to use in the review of guidance and career development videotapes inherently involved the establishment of guidelines for the preparation and evaluation of the medium. As a starting point, the project relied heavily on work done by the National Vocational Guidance Association (now National Career Development Association) in the early 1970s. The NVGA Career Information Evaluation Committee prepared and field-tested guidelines for "non-print career media" (NVGA, 1977). These guidelines were "designed to assist

those who select and use career-related media ... as well as those engaged in the production of such materials" (NVGA, 1977).

After contacting libraries, commercial vendors, media distribution centers, clearinghouses, and professionals involved in the production of instructional videos, it was agreed that there was little consistency in how videos were evaluated. Clearly, there was a significant need to establish guidelines and develop a review tool.

One of the most well-developed video evaluation systems is the California Instructional Video Clearinghouse (Stanislaus County Department of Education, 1989). The ACE Distribution Service located at Kansas State University had completed some work in this area but did not have a written evaluation procedure for video products. Many vendors of education videotapes utilize their own evaluation forms in seeking feedback from the users of their products.

Major tasks involved in the development included the identification of appropriate criteria; creation of operational definitions of each criterion; establishment of an objective rating system for differentiation and evaluation; inclusion of the National Career Development Guidelines as a basis of evaluation; opportunities for subjective, narrative comments; and packaging within a short, easy-to-understand and user-friendly form. Several early forms were drafted, pilot-tested, discarded or revised. Finally, a satisfactory draft was created and used throughout the 1989-90 Colorado Career Guidance Video Review Project. Feedback on the form was solicited from each reviewer.

While accountability and educational reform requires evaluation of all career development methods and tools, it is believed that video technology also must undergo critique. While there is great hope for video use within guidance and career development programs, little change will occur unless evaluation becomes a key component. This project can provide such a tool to begin that process.

How To Use the Document

Within the Video Quality Assessment Matrix (page 3) are mean scores for each of thirteen videotapes reviewed within the training sessions. The number of reviewers viewing each videotape is indicated, as is the page upon which comments are offered by the reviewers. The Video Quality Assessment Matrix includes the five criterion included within the Instructional Quality (Average) score, and the three criterion included within the Technical Quality (Average) score. The National Career Development Guideline Assessment Matrix (page 4) includes the number of reviewers viewing the tape as well as the number of reviewers believing the video contributes positively to the intended viewer's achievement of the competency as outlined by the National Career Development Guidelines. Only the competencies for high school and adult populations were considered within each of the self-knowledge, educational and occupational exploration and career planning content areas. Narrative comments in relation to the Guidelines are also indexed within this matrix.

In that numerous other videos were sent to the project to be reviewed, it was decided to include at least one review of nineteen other videotapes. Page thirty-two offers an explanation of these independent reviews.

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VIDEO QUALITY ASSESSMENT MATRIX

QUALITY ASSESSMENT:

4 = EXCELLENT:	Criterion addressed as effectively and creatively as possible. Exceptional impact.
3 = VERY GOOD:	Criterion addressed well. Above average. Strong impact.
2 = ACCEPTABLE:	Not positive or negative. Average job of addressing the criterion.
1 = POOR:	Criterion addressed in an unacceptable manner. Lacks quality. Below average.

***	(5)	(7)	(9)	(12)	(14)	(16)	(18)	(20)	(22)	(24)	(26)	(28)	(30)
	Breaking Out: Career Options for Teenage Parents	Effective Answers to Interview Questions	Entrepreneurship — A Vision for Everyone	Finding the Right College	It's Your Life — Take Charge	Job Interview: Tipping the Odds	Job Survival Skills (It's a Jungle Out There)	Keeping At-Risk Kids at School	Man Oh Man (Growing Up Male)	Marketing Yourself in the Hidden Job Market	Self Esteem	What Employers Expect	Whaicha Gonna Do Now
N=	23	24	31	15	25	23	16	16	16	15	24	16	25
INSTRUCTIONAL QUALITY (Average)	3.01	2.75	3.03	2.87	3.01	2.84	2.86	1.90	2.94	2.64	2.85	2.93	2.70
Content Title seems appropriate. Purpose understood early. Content current, accurate with adequate coverage. Content load appropriate.	2.78	3.10	3.10	3.20	3.13	2.87	2.94	2.06	2.94	3.14	3.10	3.20	2.60
Instructional Design Well-organized. Presented logically, clearly. Information appropriate for intended audience level. Objectives readily identifiable.	2.87	2.63	3.00	3.07	2.92	2.91	3.06	1.88	2.56	2.93	3.00	3.20	2.68
Effectiveness Holds interest of intended audience. Stimulates thinking. Creates curiosity. Positively impacts viewer's knowledge, skill, and/or attitude. Motivates response.	2.87	2.63	3.17	2.53	2.79	2.61	2.88	1.88	3.19	2.30	2.60	2.53	2.76
Social Orientation Role stereotyping (age, sex, race, ethnicity, religion, handicapping condition, etc.) avoided. Value orientation or social class bias not implied. Appropriate attention to current social issues (e.g., drug and alcohol abuse, health and wellness, aggression, self responsibility, etc.).	3.39	2.70	2.84	2.66	3.17	3.09	2.56	1.75	3.25	2.29	2.89	2.93	2.72
Market Value Product is needed. Unique. Marketable nationally. Timely and useful shelf life. Appropriate pricing.	3.13	2.70	3.02	2.87	3.04	2.70	2.88	1.94	2.75	2.53	2.66	2.80	2.76
TECHNICAL QUALITY (Average)	2.66	3.12	3.04	3.00	2.72	2.80	3.19	1.94	2.82	2.43	2.81	2.69	2.89
Audio Voices, narration are clear, understandable. Sound is crisp, clean. Background noise minimal. Music, sound effects appropriate, contribute to message.	2.65	3.20	3.16	3.07	2.75	3.04	3.19	2.06	2.81	2.66	2.83	2.93	2.64
Visual Focus, color, clarity, exposure are acceptable. Graphics and special effects appropriate, contribute to message. Attention getting scenes used. Visual impact strong.	2.61	3.12	2.98	2.80	2.50	2.57	3.31	1.88	2.88	2.13	2.70	2.44	3.00
Production Credits include names, dates, how to obtain information, etc. Camera work is smooth, steady, professional. Lighting natural, editing smooth.	2.72	3.04	2.95	3.13	2.92	2.78	3.06	1.88	2.75	2.50	2.91	2.69	3.04

*** See Page # for Reviewer's Narrative Comments

NATIONAL CAREER DEVELOPMENT GUIDELINE ASSESSMENT MATRIX

Each check indicates the number of reviewers (from those having reviewed the video) that believe the video contributes positively to the intended viewer's achievement of the competency.

For clarification of each competency and content area, refer to indicators included in the complete document, the National Career Development Guidelines.

***	(6)	(8)	(10)	(13)	(15)	(16)	(19)	(21)	(23)	(25)	(27)	(29)	(31)
	Breaking Out: Career Options for Teenage Parents	Effective Answers to Interview Questions	Entrepreneurship — A Vision for Everyone	Finding the Right College	It's Your Life — Take Charge	Job Interview: Tipping the Odds	Job Survival Skills (It's a Jungle Out There)	Keeping At-Risk Kids at School	Man Oh Man (Growing Up Male)	Marketing Yourself in the Hidden Job Market	Self Esteem	What Employers Expect	Whatcha Gonna Do Now
N=	23	24	31	15	25	23	16	16	16	15	24	16	25
Self-Knowledge													
High School													
This video contributes to the viewer's . . .													
I. Understanding of the influence of a positive self concept.	21	8	30	5	18	11	1	10	6	1	24	3	15
II. Skills to interact positively with others.	11	13	19	5	8	17	11	4	5	0	19	12	8
III. Understanding of the impact of growth and development.	13	5	15	3	10	4	3	3	8	0	12	3	10
Adult													
This video contributes to the viewer's . . .													
I. Skills to maintain a positive self concept.	17	5	14	1	2	12	0	0	8	4	6	3	2
II. Skills to maintain effective behaviors.	10	10	8	1	1	14	12	0	5	6	3	11	2
III. Understanding of developmental changes and transitions.	12	5	7	2	0	2	2	0	4	2	1	2	1
Educational and Occupational Exploration													
High School													
This video contributes to the viewer's . . .													
IV. Understanding of the relationship between educational achievement and career planning.	16	8	30	6	20	4	3	10	0	0	2	1	25
V. Understanding of the need for positive attitudes toward work and learning.	16	11	28	5	13	10	12	8	0	2	12	12	21
VI. Skills to locate, evaluate, and interpret career information.	5	4	12	10	2	1	0	0	0	0	1	1	14
VII. Skills to prepare to seek, obtain, maintain and change jobs.	9	19	11	1	2	19	14	0	0	3	0	12	8
VIII. Understanding of how societal needs and functions influence the nature and structure of work.	13	2	11	1	7	1	1	4	1	0	2	3	5
Adult												2	
This video contributes to the viewer's . . .												1	
IV. Skills to enter and participate in education and training.	12	4	8	6	1	4	4	0	1	1	2	2	4
V. Skills to participate in work and life-long learning.	9	9	10	2	2	2	11	0	0	2	0	8	4
VI. Skills to locate, evaluate and interpret information.	5	4	4	4	0	3	1	0	0	5	0	0	3
VII. Skills to prepare to seek, obtain, maintain and change jobs.	6	22	9	0	1	21	14	0	0	15	0	3 14	2
VIII. Understanding of how the needs and functions of society influence the nature and structure of work.	8	2	8	1	1	0	2	0	1	1	0	4	2
Career Planning													
High School													
This video contributes to the viewer's . . .													
IX. Skills to make decisions.	13	14	20	13	17	10	3	3	0	1	12	2	18
X. Understanding of the interrelationship of life roles.	16	3	17	2	9	1	3	6	5	0	6	3	13
XI. Understanding of the continuous changes in male/female roles.	17	1	3	1	1	3	0	0	12	0	2	0	6
XII. Skills in career planning.	11	10	23	10	8	9	3	1	0	2	2	2	16
Adult													
This video contributes to the viewer's . . .													
IX. Skills to make decisions.	10	13	8	5	3	13	4	1	1	1	2		4
X. Understanding of the impact of work on individual and family life.	15	1	7	0	0	0	4	0	4	0	1		2
XI. Understanding of the continuing changes in male/female roles.	15	1	2	0	0	3	0	0	13	0	0		0
XII. Skills to make career transitions.	8	12	8	1	0	9	4	0	0	8	0		1
Recommended Use Of Video:													
Introduction of a teaching/training unit	10	8	9	7	10	7	4	5	4	4	10	4	10
Culmination of a teaching/training unit	1	6	3	5	2	7	1	0	0	0	4	1	0
Stand alone instructional tool/unit/lesson	4	10	8	6	5	2	4	0	3	4	8	4	2
Stimulation for further study on related subjects	8	10	21	6	8	8	3	5	4	4	10	4	10
Motivational	10	6	15	6	8	6	3	1	1	4	7	2	5
Entertainment	1	5	0	1	0	0	4	0	0	0	0	1	5

*** See Page # for Reviewer's Narrative Comments

Title: Breaking Out–Career Options for Teenage Parents

Producer or Vendor:	**University of Wisconsin**	**Supportive Printed Materials**
Subject:	**Nontraditional Jobs for Teen Moms**	**Included: Yes __ No X**
Running Time:	**17 minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS X**
Production Date:	**1988**	**HS X Adult __ Price: $59.00**

Breaking Out – Career Options for Teenage Parents **OVERALL FEEDBACK**

Content

Good content, realistic view but no males or teenage fathers ..... Not for general high school and adults. Very specific for individuals in the situations portrayed (teen mothers or young adult single mothers). This needs to be introduced well if shown to groups. Useful for professionals developing a program ..... Could have connected better the issues of teen mom and NT careers ..... Varied personal stories add interest. Conveys idea that career decision making is flexible process .....Strong content--reality based, commitment--(where are fathers?) ..... Doesn't show enough examples of job opportunities ..... Not clear on intended purpose.

Instructional Design

Jumps between self-esteem issues to careers ..... Structure was somewhat scattered ..... Objectives in video are not overly clear, but the 'breaking out' idea does come through as video progresses ..... Interviews with single parents–no narration ..... Sometimes appropriate for client–sometimes more for professional ..... Did not show both parents ..... Good messages for all female students.

Effectiveness

Real people–good advice. Motivates toward a work ethic ..... Authentic ..... Could have used fewer stills to better use of video ..... Would have benefitted from a narrator ..... Too many talking heads ..... Motivates–empowering ..... I think this would hold high school students' interest ..... Does stimulate thinking–that there is a life after teenage pregnancy.

Social Orientation

Important emphasis on current issue–teenage parents in nontraditional jobs ..... Good mix of people ..... Showed women in non-stereotypical roles. Good role models of females in nontraditional roles–excellent ..... Appropriate use of ethnic groups ..... No use or mention of males, only for women ..... Motivates for self responsibility ..... All types of people used–variety of careers shown ..... Stressed self responsibility.

Market Value

Good advice for teens with kids ..... Definitely needed for identified audience ..... Products on this topic are needed, but this is not a good choice ..... Females in nontraditional roles who have 'made it' – I'm not aware of any other media that portrays this as well as this video does.

Audio

Realistic but not attention getting. A lot of background noise ..... Sometimes amateurish in nature with a muffled sound ..... Some interviews are hard to understand.

Visual

Visual impact boring ..... Not a creative use of video (lots of stills) ..... Focus uneven at times ..... Relies on use of slides quite heavily. Considerable 'talking head' format ..... Lighting wasn't too good–especially when a window was directly behind the speaker ..... Photography was well done.

Production

Poor lighting, backgrounds confusing ..... Could use better lighting

Self Knowledge
People in video demonstrated the power of self concept ..... Uses real clients, young adults, and women in their 30's. Tape is a self-esteem builder by having personal experiences of those who have succeeded

Educational and Occupational Exploration
Vaguely addresses these issues, but not specifically or with enough detail to cover the competency ..... Goal setting decision making fit in nicely ..... Realities of life–does not limit itself to teenage mothers only.

Career Planning
Conveys the message, "I need to support myself and my kids without depending on someone else."

General Impressions

Features I Liked Best — Optimistic ..... Variety of examples of careers and women in them ..... The use of real students and real role models ..... Shows a positive, optimistic view for teen parent and emphasizes importance of goals and how career choice affects lifestyle ..... Good information and use of diverse group ..... Good shots of women on the job .....Practical, up to date advice from real people ..... Females in nontraditional roles ..... Important topic and information current—very good on nontraditional jobs for women ..... Open-minded approach to careers ..... Talking with individuals and hearing them tell us how they felt, how they overcame negative ideas ..... It gives the teenage mother a positive outlook on the job market–that she can make it with effort.

Features I Liked Least — Interview format can get boring, although some were entertaining ..... Poor sound at times ..... A little disconnected ..... Didn't tie issues together well ..... It needs to be recommended for a more specific audience ..... Underutilization of the power of video ..... Too much talking heads ..... The absence of the male role ..... Not enough marketable job opportunities. Filming techniques could be better.

If I Could Change — Change title to "Break Out." Career Options for Self-supporting Teenage Moms ..... Showing more on-site career examples and employers talking about willingness to hire ..... Clearer pictures ..... Structuring it to flow more smoothly ..... More video (moving) scenes and fewer stills ..... Some of dialogue was a little hard to understand ..... Singer singing "Breaking Out" ..... More suggestions on where to get help and assistance ..... Adding a study guide and follow-up activities with the video ..... Add the male role and his responsibility ..... Make it longer by 10 minutes, therefore have discussion ..... Some of the pictures and focusing could have been better.

Compared to Similar Videos — Is excellent ..... Seems a cut above ..... There aren't too many that I'm aware of ..... Above average ..... Is below average ..... Covers a lot of material important to specific audience ..... Basically good ..... Very good ..... Is satisfactory.

Concerning the National Career Development Guidelines
Addresses many of them as a starting point—doesn't lead to skill level ..... Touches on varied competencies ..... Addresses many of the guidelines ..... Covers several content areas through interview topics ..... Does a great job ..... Meets each of the criteria ..... Is great ..... Seems to meet many career competencies—good careers information ..... Addresses decision making for a specific audience.

Final Thoughts
Appropriate for teen moms and displaced homemakers who need to have examples of success stories ..... A motivational video containing realistic interviews with teenage moms who want a challenging, better job ..... Would be useful to stimulate discussion ..... Additional help would be needed on how to achieve the goals ..... This video does a good job of addressing the realities to teenage pregnancy and effectively stimulates thought on options ..... Use with high school at risk groups or adults in transition ..... Addresses teenage single mothers–not mothers and fathers ..... Demand a better product. Talking heads distract from content. Very appropriate for junior high teens as well. Price is affordable. Could also be used as a resource for parents of teen moms. Deals with self sufficiency issues as well. Good for professionals in the field to help plan programs ..... Directed at non-college bound kids ..... Very good video for purchase price ..... I would use with all students as an example of empowerment Δ

Title: **Effective Answers to Interview Questions**

Producer or Vendor:	JIST	Supportive Printed Materials Included: Yes X No __	
Subject:	Interviewing Skills		
Running Time:	35 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS __	
Copyright or Production Date:	1989	HS X Adult X	Price: $95.00

Effective Answers to Interview Questions — **OVERALL FEEDBACK**

Content

Purpose clearly understood ..... This film certainly does have effective answers ..... Decent title for this film ..... Good specific information ..... Varied scenes, presented ideas through humor ..... Very thorough ..... Parts of the content and message get lost in the over use of humor and melodrama ..... More appropriate for adults ..... Narrator-actor combination somewhat distracting ..... Costume changes and character changes were confusing and distracting ..... Too busy, not well organized, fragmented, jumped around a lot, not systematic in presentation ..... Hokey, though could be a good teaching tool.

Effectiveness

I'm not sure it is effective ..... Drags because they are adding 'cuteness' ..... The film covered and answered all the questions I had ..... Some inappropriate answers. Some issues were glossed over ..... Includes some distractions which reduce effectiveness. Sounds somewhat canned ..... Enough content to be of high value ..... Too lengthy, poor acting, poor humor ..... It is long but when focused on a particular client, it was appropriate ..... Informative on skills. Bad acting, tacky. Distracting.

Social Orientation

The early scene with woman handcuffed and inquisition scene were inappropriate and stereotyped ..... Bad info–discriminating content in answers. Illegal question. Woman acts stupid and ineffective ..... Blue collar or lower functioning people would not identify with actors--white collar or tech audience–needs high verbal skills ..... Upset by dream bondage scenes—unnecessary to make point ..... Outstanding ..... Use more diversity, including those who are not super star students or extremely talented ..... Could have used some interview questions on more touchy subjects (drug abuse, etc.) ..... Very current material ..... Good representation ..... Sexist and slightly chauvinistic.

Market Value

Expensive ..... There are already so many materials on interviewing ..... At adult level ..... Pricing is appropriate for length and depth ..... Average. Unique approach/style but not topic ..... Good video which addresses tough questions ..... I am not sure this film would be used. It is too long for what it accomplishes ..... Could get this info for less ..... I felt it was geared for college graduates and adults older than high school age ..... I can't wait to get my own copy.

Audio

Sound is good ..... Seemed like a soap opera–bad script, music dumb .....Very good at production quality ..... O.K.

Visual

Some clever graphic techniques ..... Color is good and well done ..... Kids would notice toupees—it turns them off ..... O.K. ..... Sometimes distracting ..... Outstanding attention is stimulated by creative scenes ..... Some creative scenes, some dumb.

Production

Very professionally done ..... Scenes do not flow ..... Very slick, professional production. A little too 'gimmicky' and 'cute' however ..... Not too good, too long ..... Polished production ..... The technical presentation is outstanding ..... Professional quality production ..... Not too exciting. Long, disjointed.

Effective Answers to Interview Questions	GUIDELINES COMMENTS

Educational and Occupational Exploration
Specific help in answering typical interview questions ..... Assumed students have basic interviewing skills, provides refined techniques—not appropriate for beginning module.

General Impressions

Features I Liked Best
Very professional, high budget production ..... Good review and explanation of subject matter ..... Variety in presentation ..... Entertaining ..... It covered a number of important things ..... An in-depth look at a specific skill ..... Attention stimulating, humorous scenes. Good content depth ..... The in-depth presentation of subject matter ..... Audio and visual and captioning reinforces for key concepts ..... The information given on the interview ..... Humor ..... Thorough discussion and demostration of job interviewing and difficult questions ..... Good practical steps to activities and skills ..... Good examples of questions and how to answer ..... Humorous presentation.

Features I Liked Least
Was confusing at times because it jumped around ..... Demeaning scene of bondage with a woman ..... Too many 'cute' or 'gimmicky' approaches ..... The continual distractions ..... Frequent switch to commentator is distracting ..... Could have gotten message across more concisely ..... Too lengthy ..... Hokey attempts at entertaining while teaching concepts ..... When used in a classroom setting there would not be time for follow-up in a class period ..... The humor was inappropriate and stupid. Distracting. Not for adult level ..... Some inaccuracies in the presentation (e.g., revealed she was married) ..... Mediocre production quality.

If I Could Change
Remove clutter ..... Eliminate the sexism, goofiness and over use of humor by the narrator ..... Organize it better and allow it to flow better ..... Eliminate inquisition scene at beginning ..... Show more inappropriate answers to gain some perspective ..... Clean up some inaccuracies ..... Have stopping points throughout the video for discussion ..... More information, more structure ..... Edit down to twenty-five minutes ..... Tighten up content.

Compared to Similar Videos
Is very thorough ..... Is well produced and organized ..... Is not as good as others I've seen ..... Excellent and detailed ..... Should be something better ..... About average ..... Gave very good examples of answering questions appropriately ..... Is expensive, colorful, lively ..... Drags ..... Above average.

Concerning the National Career Development Guidelines
Parallels the occupational exploration area most of all ..... Is excellent in explaining interview questions ..... Speaks to specific competencies very diversely ..... Relates only to interviewing skills ..... Could address many more if the producer were aware of them ..... Meets skills to prepare, to seek, obtain employment ..... Does not fit in as well as others I have seen ..... Ranks at the very top.

Final Thoughts
Good video for job seekers ..... Do not buy this until you have viewed it and know it is what you want ..... Good for interviewing unit ..... Not as good--some problems with stereotypes ..... I would not use for high school students ..... May not be affordable ..... Very comprehensive, well-done. Requires this be done in more than one session, may not work for poor high school students ..... Would be best used on a lab for counselors because content is strong but formal--would be tough to keep group attention for 35 minutes ..... Entertaining approach to job hunting ..... Very professionally done ..... Almost overwhelming with info. Almost too 'cutesy' at times without being very affirmative ..... Good for lab activities for people who determine they need this in-depth focus ..... Great video to prepare for an interviewer's questions. Initial dream sequence was disturbing ..... More relevant for postsecondary group ..... More useful for adults, for high school you would need to pause at points for discussion. Δ

Title: **Entrepreneurship—A Vision for Everyone**

Producer or Vendor:	**Center on Education and Training/Ohio State**	**Supportive Printed Materials**	
Subject:	**Vocational Education and Entrepreneurship**	**Included: Yes __ No X**	
Running Time:	**25 Minutes**	**Producer's Recommended**	
Copyright or		**Level: Elem. __ Mid/JHS __**	
Production Date:	**1989**	**HS X Adult X Price: $49.50**	

Entrepreneurship—A Vision For Everyone **OVERALL FEEDBACK**

Content

Seemed to focus on Vocational Education--that was not in the title ..... Include Vocational Education in title for clarification ..... The issue at hand was dealt with effectively ..... The word 'everyone' is used, yet they actually mean highly motivated high school students. Too many different scenarios--got old ..... Too personality driven at beginning, need objectives sooner ..... Excellent content and coverage ..... Very precise, specific ..... Good range of occupations ..... A growing field--that's why I like the 'everyone' in the title.

Instructional Design

Statistics at outset of tape may be too overwhelming for high school audience ..... Could be unrealistic ..... Too much of the same scenarios ..... Objectives could have been more clearly defined ..... Different examples, moved well in range ..... Well put together objective identified ..... Good organization of material.

Effectiveness

Kept me interested but not real excited ..... Vocational 'sales pitch' a little too strong for my taste ..... Made me think about what it would be like to start a business ..... This film could be shown at 9th or 10th grade when making high school decisions or to seniors who have taken course work that applies ..... Motivating ..... Not for adults or general education high schoolers ..... Good response from interviewer ..... Stimulates thinking ..... Drags toward the end (5th and 6th interviews) ..... Success stories are always motivational--didn't show the struggle ..... Very effective at giving ideas ..... Makes the impossible seem possible ..... Audience starts to think ..... Very positive, hopeful, real ..... Great stories, very personable.

Social Orientation

Would have been nice to see people making it in nontraditional gender roles ..... Good job except high risk population may have a hard time relating and sex roles were traditional ..... Need start up money. Suggesting other ways to finance would have been helpful in order to give this to wider audience of students ..... Nice to see many women ..... Portrayed good cross section of public ..... Not really strong but seemed to try to use several different 'types' of people ..... There wasn't really much attention given to any social issues ..... Very good at utilizing women, minority. Would have been good to have a handicapped business owner in the video ..... Good representation of various races, sexes ..... Showed women as independent business owners including minorities ..... Very realistic and appropriate ..... Age groups fit well with those speaking to others their age.

Market Value

Owning business is not an attainable dream for most; more failures than successes in real world ..... Films on entrepreneurship are needed ..... Good appropriate range ..... Unique topic. Perhaps a little too Ohio oriented ..... Needed in today's job market.

Audio

Background music was somewhat annoying ..... Too much music during the examples and too loud ..... Nice pace ..... Some background noise disturbing, some echo and up & down of voice of narrator ..... Clear, didn't like the music, too clattery ..... Main narrator's voice became grating towards end. ..... Narration sort of irritating ..... Clear, narration and voices--upbeat music ..... Music, very 'active' .....Nice and clear, has a lot of verbiage and would be hard to take notes ..... Much like TV news stories ..... Easy to understand ..... Excellent quality, good message ..... Very smooth video, easy to understand.

Visual
Picture and color seemed a little unclear--but the fuzzy quality could have been the TV ..... Clear ..... Would have helped to list main points of success in starting one's own business ..... Not flashy but very functional ..... Very realistic.

Production
No info on how to obtain more info ..... Not easily readable. Should be on plain background ..... Good editing ..... Lighting was not good--shadows in some examples ..... Went slowly enough and was well done.

Entrepreneurship—A Vision for Everyone **GUIDELINES COMMENTS**

Self-Knowledge
Those interviewed explained why their choices were good fits for them; for high school students this needs a lot more emphasis ..... Reflected importance of believing in one's self ..... Personal testimonials good but could be more varied.

Educational and Occupational Exploration
Not relevant for adults ..... The video does a good job in this area for vocational training ..... Did not effectively explain what it takes to 'make it' ..... Perhaps too many of the people featured were outstanding in high school vocational activities--not realistic for most people ..... It contributes but has some weaknesses.

Career Planning
This really didn't help a student in terms of what they should do beyond taking vocational classes (no mention of shadowing, info interviews, etc.) Not relevant for adults ..... Could have focused more on life roles--male/female roles were somewhat discussed or displayed, but did not focus on nontraditional roles enough ..... Does not demonstrate life planning ..... Didn't really address the fact that working long hours requires compromises in other areas of life--i.e., family and leisure.

General Impressions

Features I Liked Best
Personal experiences of successful people ..... Easy to follow and kept interest well ..... Most students were 'well planned' about their education and where they hoped to go with it ..... The lack of role stereotyping, technical clarity ..... It was very positive, upbeat ..... It was inspiring to hear from young business owners ..... It's nice to hear success stories ..... Vocational education and entrepreneurial relationship ..... Positive effect upon viewer regarding vocational education ..... Representative of people, businesses presented ..... Direct interviews with people who have made it as entrepreneurs ..... On the surface it's appealing, entertaining ..... It presented both men and women as entrepreneurs ..... It reinforced my own ideas on starting my business. It's well organized, informative, and needed ..... Interesting, gave enough details to be interesting ..... It is optimistic and realistic. A good depiction of the American dream ..... Energizing effect ..... Very upbeat--good student examples, excellent content ..... The realistic issues--long hours, hard to get money, takes time to get business off the ground, etc.

Features I Liked Least
The music is too loud while people are trying to talk and the lighting on people is not very good ..... The emphasis on work and long hours sidesteps the need to balance work and family and leisure ..... It's shallow and does not go into detail on what it takes to be an entrepreneur ..... Too shallow ..... Focused on how much work required and not enough on health of person ..... Not a lot of additional information that I feel they could have easily added ..... Too long. Every person was not realistic ..... References to the parents' help and money needed to start business ..... Visuals weren't sharp and crisp ..... All vocational education examples ..... It needed to change format and show more nontraditional roles ..... Unrealistic that anyone who receives education can achieve their dream ..... The background music always playing ..... Not very realistic about failure ..... Had a lot of fast talking and it ran together some ..... The fact that the occupations were very stereotyped ..... Too much reference to Ohio.

If I Could Change

Broader age and education range of people interviewed to make it more adult oriented as well as high school ..... Present positives and negatives ..... Allowing for more interviews with entrepreneurs ..... Showing entrepreneurial successes with 4 year, 6 year degrees ..... Put a few failures in the video, the risks involved in a business, how businesses fail and what can be done to make it a success ..... Getting more stories of people who did it without parents' help ..... Adding some actual information and steps that a student could take in education ..... Adding ideas for people living in more rural area or outdoor 'type' businesses ..... Making references to educations relation to work clearer ..... More informational questions on what negative impacts entrepreneurs encounter ..... Shortening it ..... Presenting people in nontraditional sex role occupations ..... Omitting statistics at beginning of video ..... Showing fewer examples and more detail on how they established a plan ..... Change format--too much of same thing so I tuned out the last couple of entrepreneurs ..... More realistic about the chances of starting/failing in a business venture ..... Using more of the National Career Development Guidelines ..... Adding nontraditional sex roles ..... Including some captions.

Compared to Similar Videos

Haven't seen enough others that are current ..... Was better technical quality ..... Excellent ..... First one of this type viewed ..... Unique, exciting, motivating ..... Above average ..... Very good ..... I like this tape. I think it spells out entrepreneurship and gives examples ..... Is up to date and realistic ..... Does the best I've seen on topic using successful vocational student graduates .....

Concerning the National Career Development Guidelines

Incorporated the value of education and strong work ethic ..... Hits on some, if you know what the indicators and the competencies are ..... Might deal more with the effect on family/personal/leisure if being entrepreneur ..... Lacks in self-knowledge area ..... Not terribly effective ..... Was a little light in specific content ..... Met 75% of them ..... Doesn't address them very well ..... Does not match up ..... Shows the value of vocational education programs ..... Is lacking in many areas such as self-concept, growth and development, etc. ..... Covers many and is a good one ..... Meets many of the career planning competencies ..... Fits in very well.

Final Thoughts

I thought the video would be useful for helping high school kids see the connection between school, learning and skills needed in work situations ..... Very positive outlook ..... Too rosy a picture ..... Use in secondary with vocational education students ..... Should be shown in Junior High or beginning of high school to provide students the option of alternative education right away ..... Discuss the other side of entrepreneurship with audience ..... Needs to be followed with discussion ..... Higher risk, low income clients may have a difficult time relating and transferring into their situations ..... Shallow video, little value ..... This is an excellent tape on entrepreneurship and is well worth the money. I don't feel that it will become outdated ..... Realistic ideas of going into and staying in a business ..... Every student should see this ..... Spread this out over several class periods ..... Excellent for motivating students ..... A great promotional video for vocational education, vocational student clubs/organizations and entrepreneurship ..... Showed a wide variety of job opportunities and in a positive way. Should have addressed the risk being taken in starting a business. I felt that this video was a good one to introduce entrepreneurship. Δ

Title: **Finding the Right College**

Producer or Vendor:	Cambridge Career Productions	Supportive Printed Materials Included: Yes __ No X
Subject:	College Selection	
Running Time:	40 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS __
Copyright or Production Date:	1988	HS X Adult X Price: $89.00

Finding the Right College — **OVERALL FEEDBACK**

Content

Title gives you the right impression of what video is about ..... Content good-lots of info ..... Slow start, drags on ..... This is an excellent film ..... The basic information/definitions are good ..... Good material but there seemed to be too much for one video.

Instructional Design

Lists were a good visual effect ..... Good information ..... Too much info for high school students to absorb ..... Organized for visual learners as well ..... Good job ..... Objectives are clear ..... Great for high school students.

Effectiveness

Distracts because of poor acting ..... Informative ..... Students would laugh at this! Too stiff ..... Straightforward presentation ..... Just got a little long.

Social Orientation

Talked a lot about handicaps, special conditions--good! Didn't like the 'dumb jock' or hispanic accent-stereotypical ..... Age appropriate actors ..... Good at addressing a variety of concerns ..... Good representation ..... Includes not only white but black and hispanic student.

Market Value

Product is needed. Will probably be out of date quickly because clothing styles change so often ..... Needed but needs improvement ..... Across the country applications ..... Price is reasonable.

Audio

Rough sounding outside ..... Voices are clear ..... Nice music ..... Sound was good and easy to understand.

Visual

Didn't like the individual shots of talking and walking, or walking off before closing out on them ..... Again, visual learners included. Must have good listening skills ..... Strong impact and high school students could learn.

Production

Doesn't mention how to obtain info ..... Lighting okay.

Self-Knowledge
Doesn't address adults at all. I don't think they'd identify with the actors even though they may want the same info ..... Talks a lot about 'fit' but doesn't help students figure out what 'fits' for them.

Educational and Occupational Exploration
See other students with a positive attitude ..... Really not focusing on career guidelines.

Career Planning
Maybe need a worksheet with this to encourage doing exercises mentioned at end of video ..... Watching video, you don't do anything concrete to acquire skills, video doesn't even deal with nontraditional students.

General Impressions

Features I Liked Best
'Blue' summary points ..... Really appreciates differences--discusses mobility needs, dietary concerns, not just academics-student services, too ..... Amount of information ..... Considers just about everything in choosing a college--defines terms and services ..... It did give good info on the particular topic of how to choose a college ..... Well organized, covers many important topics ..... It's straight forward approach ..... Format, covering many concerns ..... Went slowly enough to be able to follow ..... It informed the student of the many questions asked and answers to college selection ..... Takes students step by step through the process of college selection.

Features I Liked Least
Some of the comments and questions by the two students make them look stupid ..... Phony acting ..... Acting quality, predictable ..... Stilted sounding dialogue at times ..... Dialogue-corny jokes, some unrealistic parts ..... Maybe too long, although all info was important ..... A lot of material covered for one film ..... Would have liked to have seen something on how to use the college guide books--rather than that they are available.

If I Could Change
Changing the dialogue and length ..... Trying not to make it funny, it wasn't ..... Fixing the dialogue, it's not realistic ..... Getting better actors. Areas addressed are good, it's just the way in which it was presented. It made the high school students look pretty ignorant. I don't think they are that uninformed ..... Shortening it--too long for high school students-get better music ..... Speeding it up ..... Reinforce the idea that everyone could choose college as an option ..... Group info and make it possible to stop and show other portions at another time ..... Mentioning main points and cutting out some of the details.

Compared to Similar Videos
Haven't seen any others to compare ..... Is dorky. Idea is good, though ..... Seems very comprehensive.

Concerning the National Career Development Guidelines
Doesn't cover many career guidelines ..... Really only hits upon a few competencies ..... Is, in general, outside the realm of NCDG ..... Doesn't touch them adequately to mention ..... Didn't meet them too well ..... Isn't touching any of those issues, but isn't designed to ..... Includes many of the competencies ..... Is good ..... Fits the NCDG very well ..... Does meet educational and Occupational exploring.

Final Thoughts
Does provide useful info ..... Expecting high school students to become genuinely involved in expecting quite a lot, I think students would spend more time laughing than listening ..... Could be used with parents who are uninformed about different kinds of degrees ..... Is there one right college? ..... This is a current up-to-date tape on selecting a college. It should not become outdated ..... Good, clear, well organized video ..... This is useful and covers good content ..... I would use to answer questions students may think are 'dumb questions' (It answered the questions I remember having) ..... Good technical production enough variety to maintain 'most' of the viewers attention. Δ

Title: **It's Your Life — Take Charge**

Producer or Vendor:	**Center on Education and Training for Employment–Ohio**	**Supportive Printed Materials Included: Yes __ No _X_**	
Subject:	**Decision Making**	**Producer's Recommended Level: Elem. __ Mid/JHS _X_**	
Running Time:	**25 Minutes**	**HS _X_ Adult __ Price: $49.50**	
Copyright or Production Date:	**1988**		

It's Your Life–Take Charge **OVERALL FEEDBACK**

Content

Current issues, up to date. Trust, drugs ..... Handles dropout issue without being condescending ..... Excellent ..... Kids make the choice, content focused ..... Needs explanation of purpose before the four interviews ..... Good ..... There were more failures than successes--only one person succeeded ..... I think this is a good title ..... Realistic scenario and script ..... Very appropriate to high school level.

Instructional Design

Appropriate blend of talking head and situational scenes ..... Would create dialogue with at-risk students ..... Kept interest, good use of role play and concrete information ..... Well organized and presented ..... Appropriate for high risk audience ..... No real organization to help viewer ..... Kids could relate to this film ..... Too simplistic, no action taken by students.

Effectiveness

Too much talking heads ..... Acting forced but message clear ..... Realistic solutions discussed ..... A little slow in places ..... Language was realistic ..... Good acting ..... I think the student who really needs to see it will just think its another trick ..... Nothing new ..... Thought provoking situations ..... Motivational ..... Stereotyped dropouts with no organization.

Social Orientation

Crossed range of population ..... Spoke to current issues very well ..... Stereotypes vocational education as an alternative for minorities ..... School dropout, teen mom, minorities--good representation ..... Tough to hold audience's attention ..... Excellent! Very realistic ..... Good ethnic diversity represented.

Market Value

Good price for good advice ..... I really believe it had an impact ..... A lot for the price-good product ..... Addresses the big problem of dropout and decision making ..... Product is needed, but not this one ..... Could become outdated fast.

Audio

Some background hum ..... background noise ..... Music good, lyrics good, script good ..... Looks like a home video movie ..... Hollow voices at times--some actors hard to understand ..... Music is too dramatic ..... Kids are sometimes not clear ..... First young man is hard to understand. Music seems 60's oriented-ballads ..... Hard for me to understand.

Visual

Blank screens between vignettes last too long ..... Nothing in particular grabs attention ..... Background noise distracting ..... Average ..... Poor lighting/color in some scenes.

Production

Smooth, professional quality ..... Average ..... Choppy-distracting ..... Went slowly.

Self-Knowledge
Addresses negative and positive self-esteem ..... Slightly 'talk to counselor'.

Educational and Occupational Exploration
Dropping out limits your chances in earning.

Career Planning
Video contributes to skills about making decisions about dropping out of school.

General Impressions

Features I Liked Best
Emphasis on decision making skills ..... Discussed dropout situation realistically ..... Realistic topic--concrete examples of problems and solutions ..... Provided both problems and alternatives ..... Directly aimed at potential dropout--good points made for staying in school ..... The messages, the way presented and the fact it presented alternatives ..... Good correlation between roles and information ..... Different approaches to motivating students. Realistic depictions ..... Realistic, doesn't try for humor, well written--offers alternatives ..... Personal scenarios ..... Had a variety of real life situations ..... Excellent teen actors, sensitive and authentic presentation ..... The realistic scenarios and convincing acting ..... Opening song ..... High school students could relate to the music ..... Current issues for younger people--dropout, drug problems, results of statistics ..... It told the story the way it actually is ..... I like the worksheet that could be used as a preview before the film is actually shown.

Features I Liked Least
Some technical difficulties ..... Lighting problems ..... A little slow in places ..... Incorrect grammar ..... The production ..... Not sure who to show this to. The whole 9th grade class? I don't like to pick only a certain group because this lowers the self-esteem of those people ..... I liked the film but it is not really career directed. It should be used as a tool urging students to stay in school.

If I Could Change
Developing support materials for this video ..... Could be a little shorter ..... More action, faster pace ..... Showing the dropouts getting back into school and making it. Having more success cases than failed cases ..... Needs to have clear voice ..... Showing scenarios of how the students could have done things differently with better outcomes ..... Adding more positive ideas ..... Ideas of solutions to those situations.

Compared to Similar Videos
Very good, very appropriate to all high school students ..... Would be great for students who are struggling in school and you're trying to motivate them to stay in school ..... Is poor ..... Isn't as flashy but delivers effective messages ..... Well worth the price; uses facts rather than pushing values ..... Seems very usable ..... Is above average ..... Above average ..... Addresses dropout problem realistically and without value judgments ..... Is helpful and emotionally gripping ..... None of the dropouts looked to themselves for solutions to their problems ..... First one of this type that I have watched.

Concerning the National Career Development Guidelines
Meets most of the guidelines ..... Addressed competencies pretty well ..... Correlated very nicely for high school audience ..... Excellent video of self-esteem and the relationship between the world and education ..... Many competencies addressed .....Fits some on decision making ..... Doesn't seem to meet many competencies ..... Is more guidance than career oriented.

Final Thoughts
Very useful for all students to prevent dropouts. An excellent way to present content and real life case studies ..... Also good to use in staff inservice training on dropouts and retention issues ..... Will provoke discussion ..... Excellent ..... Appropriate for use with high-risk kids age 14 and up ..... Very good for high school and for parents ..... Appropriate for junior high as well. Excellent springboard for discussion on decision making ..... I would not recommend this video ..... There is a real need for this type of video, but I don't think this one will have the desired effect ..... It involved students talking to students ..... Not really career oriented--more general information ..... It needs a follow-up discussion to get the most out of the issues raised. Δ

Title: **Job Interview: Tipping the Odds**

Producer or Vendor:	University of Wisconsin Vocational Studies	Supportive Printed Materials Included: Yes __ No X
Subject:	Interviewing Skills	
Running Time:	8 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS __
Copyright or Production Date:	1989	HS X Adult X Price: $48.00

Job Interview: Tipping the Odds — **OVERALL FEEDBACK**

Content
Lots covered in short amount of time ..... Too much material attempted in 8 minutes ..... Title not followed through on ..... Easy to follow ..... Job interviewers a little too nice ..... Good for only 8 minutes ..... Will need to be used in conjunction with teaching unit for more instruction on writing resumes, etc

Instructional Design
Concepts clear and identifiable ..... Use of model thank you letter--good but quick ..... Addressed adults, not high school students ..... Step by step progression. From first invitation to acceptance of job ..... Theme carried out throughout.

Effectiveness
Voices condescending and too preachy ..... Acting stilted ..... References-good. Actors-might consider not reusing same actors over in other circumstances ..... Poor acting is distracting ..... Not very motivating ..... No high school actors ..... Hokey, didn't adequately address issues. Not at all appropriate for adults ..... Acting is authentic and realistic ..... Very general ..... Enjoyed the examples of quizzing oneself on potential questions (very appropriate).

Social Orientation
Included positive representations of ethnic groups ..... Very progressive ..... Excellent use of diverse populations, racial differences and handicapped ..... Some racial and sexual stereotyping ..... Excellent diversity of situations/abilities portrayed ..... Good variety of characters, deals with social issues ..... Showed a variety of job applicants even those with physical disabilities ..... Excellent, not only ethnicity appropriate but also with spectrum of ages as well as the handicapped.

Market Value
Too short, not enough detail, glossed over some things too fast ..... There are better products ..... The content will be appropriate for many years ..... Inexpensive cost can make it attractive ..... Well worth the price and useful to many groups ..... For $48 one could make own video at school.

Audio
Appropriate background music. Voices are condescending ..... Video was clear ..... Good male/female voices narrating tape.

Visual
Captions were sometimes hard to read ..... Well done ..... The presentation was stimulating ..... Good use of titles to focus on message ..... Color too dark in places ..... I enjoyed the light bulbs effect scenes.

Production
Smooth ..... Professionally done.

Job Interview: Tipping the Odds — **GUIDELINES COMMENTS**

Self-Knowledge
Visualization--an excellent concept ..... Visualization used by student. Dress for interview , looking presentable ..... Didn't use high school age in many scenes--more for adult ..... No high school actors.

Educational and Occupational Exploration

Talks about deciding whether you want the job--use your skills. Does give general info on investigating an employer ..... Skills to participate in work and life long learning were not addressed ..... Only addresses mainly how to obtain a job, not how to seek or maintain one.

Career Planning

Can see different types of people in differing roles ..... Discusses what an employer shouldn't ask you. ..... If the job's right for you--a big concept which was not dealt with ..... Impact on individual and family life lacked, too easily dealt with.

General Impressions

Features I Liked Best

Production was okay ..... Addressed evaluating an offer ..... Concepts presented were clear and concise ..... Dealt with negative aspects in an interview ..... Camera work ..... Smooth production ..... Good examples ..... Theme of interviewing as a game in which you, the interviewer, can control many of the variables ..... Content, instructional design ..... Demonstration of several 'tough' questions by the interviewer ..... It's efficiency, addresses tough issues of alcoholism and sexual harassment ..... Some of the basic elements of going to an interview ..... Modeling of situations ..... The diverse and realistic actors ..... It really hit some important aspects of preparing for an interview ..... Sequential approach, positive approach ..... Organization ..... Good review of main points, clear and concise ..... captions and use of a familiar game ..... Introduction ..... Clear picture with good sound.

Features I Liked Least

It tried to do too much in too short a period ..... The production seemed cheap and not attention getting ..... No area covered in enough detail. Companies should be researched prior to this point ..... Using one of the actors twice in two very contradictory roles-was confusing ..... The voices distracted me--too cheery and seemed to talk down to audience ..... No high school people represented .....Did not feature many high school students ..... Not enough introduction as to what we were going to view ..... There were excellent points at the end--the thank you letter, the telephone call, etc. I felt these points were made a little too quickly ..... A lot of information for 8 minutes.

If I Could Change

Include high school aged, less characters ..... Have more minority representation ..... Lengthen it or focus on one subject or two--not the whole job search process ..... Clearer lighting ..... Show inappropriate behaviors ..... Include a blue collar worker ..... Model appropriate behaviors, dress, conduct, expression ..... Stress decision-making more ..... Use lighter color ..... Focus on entry level jobs.

Compared to Similar Videos

Is too basic and too short ..... It may be good for some basic job search workshops ..... Meets specific objective.

Concerning the National Career Development Guidelines

Only addresses a couple of competencies or skills ..... Was acceptable ..... Puts interviewing in a nutshell for novice job hunter ..... Contributes most to the educational and occupational exploration content area ..... Does a satisfactory job on introducing the topic of interviewing ..... Does nothing that I can see to directly address competencies ..... Touches on a number of them ..... Hit a few in the career area and hinted at self-esteem ..... is very appropriate ..... Good on skills to seek, obtain, maintain and change jobs ..... Would help in meeting some of the competencies.

Final Thoughts

This would be a good video to have in the library. Should not become outdated very soon ..... Cost of material is not worth it ..... Good as an introduction to aspects to consider for a good job interview ..... Good quality for the price, good teaching aid ..... Good organization ..... I would recommend this one for job seekers ..... Tape very positive, helpful way to aid the job seeker ..... Good quick introduction to interviewing strategies--needs support ..... Not enough to say 'wear appropriate clothing, look neat, etc..need examples of incorrect behaviors ..... This product is evaluated as an intro to the topic ..... Must be supplemented with more detailed presentation and experiential learning ..... Useful for high school students and very basic adult job seekers.

Title: **Job Survival Skills (It's a Jungle Out There)**

Producer or Vendor:	JIST	Supportive Printed Materials Included: Yes __ No X
Subject:	Job Search and Success Skills	
Running Time:	18 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS __
Copyright or Production Date:	1990	HS X Adult X Price: $99.00

Job Survival Skills (It's a Jungle Out There) — **OVERALL FEEDBACK**

Content
Too much content ..... Excellent content ..... Inaccurate information regarding procedures to follow ..... Slow start, too much content ..... Distracting at first.

Instructional Design
Good info, too much ..... Too much content and lecture ..... Well organized ..... Easy to follow ..... Humor often distracted from content ..... Excellent ..... Appropriate for audience.

Effectiveness
Some unreasonable advice, suggestions. Stupid comedy routines that get in the way of the message. Laughed all the way through it, but didn't learn much. Following the advice could lead to your boss labeling you `obnoxious' ..... Assumes `fast track' motivation ..... A lot of text on screen with no action ..... Humorous and tastefully done ..... Combination of humor and information ..... Holds interest but quality of information was lacking ..... Excellent! Creative! ..... Held interest ..... Too much info presented ..... Patronizing ..... Entertaining.

Social Orientation
Not great, humor element almost distracted from content ..... Lack of minorities ..... Some issues of sexism but still addressed issues and met the expectations ..... Unreasonable advice.

Market Value
Not needed ..... Very much needed at my center ..... Always needed ..... Unique--good use of humor.

Audio
Narrator was easy to listen to ..... Good use of visual media--kept interest level high.

Visual
Visual distracts from message, impact strong but not related ..... Good use of black and white as well as color ..... Good overall production quality ..... Important concepts highlighted on screen. Especially at the start of the video. It got my attention right away ..... Graphics were better than usual.

Production
Polished and professional ..... Pretty average.

Job Survival Skills (It's A Jungle Out There)	GUIDELINES COMMENTS

Educational and Occupational Exploration
Skills to prepare, seek, obtain, maintain, and change jobs are covered well in this video for students as well as adults.

Features I Liked Best
Upbeat, humorous. Describes reasons people get fired ..... Liked reminder that there is no such thing as a dead-end job ..... Sound advice on job retention ..... Humor and implementation ..... Entertaining humor ..... Attention getting, clever antics ..... High quality and effective ..... Professional clean production.

General Impressions

Features I Liked Least
A lot of data to absorb and some info may not be right for given situations ..... Stupid ..... Lack of good information, little substance ..... Did get a bit lengthy after a fast start ..... Got lecture oriented at times ..... Too much time spent with words on screen and no action--too much content ..... Too much humor, I found it distracting.

If I Could Change
More consistency in design ..... More action, more sensitivity to women's issues (child care) ..... Didn't balance roles, other parts of life ..... Expanding a little more on some of the concepts ..... Not so much info on one tape.

Compared to Similar Videos
Better than average ..... Thoroughly covers job success ideas for young adults ..... Excellent ..... Is above average ..... Is top notch ..... Is palatable ..... Is different on its use of humor.

Concerning the National Career Development Guidelines
Specific targets ..... Hits on a lot of points but does little justice to them ..... Effective especially for adults ..... Fulfilled quite a few ..... Is a good component of occupational exploration and preparation training ..... Competency VII is well addressed in this video.

Final Thoughts
Uses humor in an effective way for most, but might be offensive to some adults. Better for lower level entry job seekers ..... Not recommended for high school except with discussion ..... Buy this one for adults in job search or with difficulties in maintaining jobs ..... Great for college career offices ..... Addresses competencies needed for the job in a creative way. Appropriate for junior high students ..... Very entertaining but lacks valid content ..... Lots of glitz, little substance ..... An excellent video for employee relations/job survival. Too busy ..... Good info on job retention ..... Patronizing ..... Preview before purchasing to be sure it will go with your audience. Some may love it ..... A sense of humor is so important ..... Asks for unreasonable ways to keep job. Δ

Title: **Keeping At-Risk Kids at School**

Producer or Vendor:	The School Company	Supportive Printed Materials Included: Yes __ No X
Subject:	Dropout Prevention	
Running Time:	17 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS __
Copyright or Production Date:	1988	HS __ Adult X Price: $98.00

Keeping At-Risk Kids at School — **OVERALL FEEDBACK**

Content
Very clear, simple formula for keeping kids in school ..... Not really appropriate for high school students ..... Focuses on specific topic ..... Focus is split, sometimes the film is talking to students/sometimes adults working with students ..... Title does not imply this is for students. Displays very middle class values and overgeneralizations. Content covers a difficult subject ..... Some basic information.

Instruction Design
Possible teaching tool? ..... Not always a logical connection between video and audio ..... Disjointed, hard to determine objectives. Narration and scenes don't match ..... Audience should be adults, not high school ..... Shifted focus from students to educators. Who are they trying to reach? ..... Unsure of intended audience.

Effectiveness
Good info -- presentation not great ..... Target audience unclear/between talking 'to' kids and talking 'about' kids ..... Not really for high school students ..... Boring, moves slowly, no stimulation.

Social Orientation
No whites included in group counseling session ..... All the black students were high risk ..... Values presented were upper white, middle class ..... Stereotypical blacks ..... Needs more female representation and the groups would have been better mixed ..... Only minorities represented in interviews ..... All students are black ..... Over-generalization black and white orientation.

Market Value
Fairly localized ..... A good product in this area is needed. This is weak in all areas ..... Though topic needs to be addressed, this video does not cut it ..... Poorly done ..... Condescending in tone .. .. Slow paced repetitious.

Audio
Poor sound quality ..... Narration of video was dry, boring, not clear ..... Buzzing in background ..... Different scenes have different sound bites, volume ..... Some voices unclear ..... Occasionally can't understand speakers ..... Music not appropriate. Had trouble understanding in parts. Background noise.

Visual
No impact ..... Too bright, light reflections off of faces ..... Boring visuals, sets looked like a warehouse.

Production
Lighting was terrible ..... Terrible photography.

Educational and Occupational Exploration
Instructor needs to preview before presentation and explain. In some parts the video is talking to professionals working with potential dropouts.

General Impressions

Features I Liked Best
Good points regarding retention ..... Racial/ethnic balance and information for counselor/teacher ..... The group discussions with the kids ..... Clear and concise ..... The kids interviewed ..... Addresses a difficult topic ..... Brings out good points in working with high risk kids.

Features I Liked Least
Hard to determine the intended audience--at times it talks to kids and at times about kids ..... Would not be effective to the high school student ..... Overgeneralizations ..... Portraying all black students as losers ..... Geared to white upper, middle class--features values which may not be realistic to minorities ..... Stereotypical blacks, offensive joke at beginning, misinformation ..... The way the issues were addressed--condescending, slow, vague orientation.

If I Could Change
Make two videos out of this. One for students/one for professionals working with kids ..... Involve students in more of a discussion ..... Adding more action ..... Eliminate the panel of four black youth--no worth towards perceived goal of video ..... Making the orientation clear-preferably for kids ..... Having it professionally done.

Compared to Similar Videos
Seemed average ..... Is poor ..... Is terrible ..... Is poor ..... Ranks at the bottom.

Concerning the National Career Development Guidelines
Doesn't positively address any ..... Does not meet the competencies ..... Doesn't enhance ..... Addresses parts of the competencies ..... Does a good job on understanding that education equals jobs ..... Addresses several guidelines but not effectively due to the lack of focus on the intended audience.

Final Thoughts
Wouldn't recommend ..... Not useful ..... Best used with people who work with high risk kids ..... Better for professional. Wouldn't hold student attention ..... Appropriate for undergraduate education majors or PTA's ..... Useful to stimulate discussion. Values questionable ..... Don;t purchase ..... Can be used for adults who teach at risk kids ..... Very little redeeming value, if any. Overpriced and unprofessionally done. Not motivating at all ..... Represents white middle class values ..... Not worth the money for high school students ..... Really would not recommend this program. Δ

Title: **Man Oh Man (Growing Up Male)**

Producer or Vendor:	**New Day Films**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Men's Issues**	
Running Time:	**12 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS X Adult X Price: $230.00**

Man Oh Man (Growing Up Male) **OVERALL FEEDBACK**

Content
Not appropriate for high school. I would like to use this video in graduate level counseling classes ..... Wow-great content ..... Personalized content ..... Wow-I'd like to have a copy of this to show all our clients! Timely--moves at an appropriate pace ..... Purpose is not clear.

Instructional Design
For mature high school students ..... Collage interesting, complex ..... Objectives were a little unclear. It took awhile to get to the point ..... High school audiences would need debriefing ..... Suitable for men's studies class ..... Perhaps for older age groups.

Effectiveness
Great issues and appropriate to many ages ..... Stimulates thinking about male's roles in society ..... Emotional--pressures of being male ..... Stimulates thinking. Interesting point of view, a woman's.

Social Orientation
Didn't do a good job of "unstereotyping" ..... Honest ..... Could use more ethnics, handicapped in major speaking roles ..... Excellent! Discusses myths and misconceptions of being male ..... Diverse ..... Good balance and use of a variety of folks.

Market Value
High price but rental available ..... Price seems high but product is needed ..... There are so few materials available addressing male issues ..... Product is needed, price is too high ..... Too expensive for what you get ..... Overpriced a little ..... Necessary issue to discuss ..... Needed? Pricing, not worth it ..... Not enough out on men.

Audio
Average.

Visual
Photographs during video were very effective ..... Interesting use of graphics, old films, although they were not clear, of course.

Production
Production good.

Man Oh Man (Growing Up Male)	GUIDELINES COMMENTS

Self Knowledge
Springboard for discussion because most of it was negative about being male.

General Impressions

Features I Liked Best
Informal presentation ..... Content, way it was presented ..... Questioning our expectations for men .....Covers a topic (men's issues) we don't hear much about ..... Use for role modeling and identification ..... Narrator is personally involved in the story line ..... Subject ..... The questions and issues it raises ..... It's sensitivity--it's formal ..... The relevant and often neglected issues involved ..... The way they use a collage, effect of all home movies and today's men ..... The subject matter and its presentation by a woman ..... There is finally a video which addresses male issues.

Features I Liked Least
There was a female narrator. It was a bit too long, did not really provide answers ..... Only one man expressed dissatisfaction with being stereotyped. Reinforced stereotyping ..... Too much of the one person's point of view ..... The film sequences seemed distracting ..... Doesn't address positive actions to deal with issues ..... Lack of positive images, somewhat depressing and dark ..... Showed more negatives than positives ..... The price--will prohibit being widely used.

If I Could Change
Developing extensive support materials to address these issues. Shorten the length ..... Giving some more speaking roles to a minority ..... Having guys talk about alternatives and options ..... Highlighting men's unique strengths and contributions ..... Is expensive ..... Being more clear about its purpose.

Compared to Similar Videos
Is very unique and hits special interest area ..... Very thought provoking ..... Is expensive ..... On par with others ..... Is unique.

Concerning the National Career Development Guidelines
A main thrust is the self-knowledge competency ..... Doesn't do much for it ..... Does very well at discussing the complexity of self esteem issues for men ..... Few but still important ..... Facilitates some understanding of changing male roles ..... I really do not see any relevance to the guidelines specifically ..... Shows growth and development.

Final Thoughts
Good for support groups for men and women with a desire to understand men and their inner world better ..... Requires follow-up discussion with sensitive facilitator ..... Exceptional to use with women to understand men for a time in history ..... Excellent coverage of male roles in society--good springboard for discussion in discriminating groups ..... Very good. Highly recommend this video for adult women and men. A historical piece to demonstrate a male point of view ..... May be difficult to use with students--more appropriate for adults ..... Good for any group wanting to address male issues. Reviewer recommends: Adult and community college ..... Video needs adequate intro of topic and debriefing ..... Creative approach to 'growing up male' in this culture--poignant moments ..... Good for females as well as male audience ..... Don't know what this would be used for ..... Appropriate for junior high. Too expensive for most school budgets. Can be very effective in a variety of settings. Δ

Title: Marketing Yourself in the Hidden Job Market

Producer or Vendor:	**Pat Sladey and Associates**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Job Search Skills**	
Running Time:	**25 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1987**	**HS X Adult X Price: $64.95**

Marketing Yourself in the Hidden Job Market **OVERALL FEEDBACK**

Content
Direct delivery, no frills ..... A stand-up presentation ..... Special audience, professionals ..... Title was misleading, little information on hidden market ..... Sound, practical advice. Good content ..... Very useful, dull presentation ..... Covered well.

Instructional Design
Clear ..... Didn't like taped lecture format ..... Do not like seminar format ..... Very dynamic and motivational ..... Would have benefitted from a narrator to direct action ..... Clear and concise ..... Good info ..... Good speaker but could be boring on tape for some.

Effectiveness
Stand up lecture-very weak ..... Talking head causes inattention ..... Interesting and relevant information, got boring after awhile ..... Excellent for a lecture, shares a workshop with clients ... A lecture, no variety in presentation ... For displaced worker ..... A little boring.

Social Orientation
Class orientation, middle class or upper middle class values ..... White collar/corporate America audience ..... Sexist comments ..... Condescending tone ..... Seemed to focus on minorities ..... Didn't speak to the issue..... Speaker was excellent role model ..... Some bias implied ..... Good for middle class.

Market Value
Many more effective products on market ..... Product not unique but valuable.

Audio
Voice intonation (up, down, up, down)..... One person workshop! ..... Excellent speaker ..... Just dialogue.

Visual
Boring ..... Visual examples very helpful ..... Well done for this type of tape ..... Too much switching of angles and movement, also too much lecture..... Okay for a taped lecture ..... Boring. Good color and clear.

Production
Good quality ..... Zooming in and out distracts.

Self Knowledge
Skills to maintain a positive self concept.

Educational and Occupational Exploration
Good preparation in job seeking skills.

General Impressions

Features I Liked Best
Heavy content, very good information ..... Lively, informative, a lot of information ..... Organized information ..... Information was up to date and pertinent ..... Her matter of fact manner and her attention to details ..... Reasonable info and tips good for auditory learners ..... Some helpful hints ..... Thorough presentation of job seeking, using resumes, phone, and personal contact ..... Good advice for professional job hunting ..... Organization, delivery ..... She is an effective presenter ..... Good, practical advice ..... High energy presenter.

Features I Liked Least
Workshop setting ..... Too long ..... Format of a taped lecture is monotonous, too much content ..... No variety in presentation; strictly lecture, some condescending attitudes ..... Most information is old, format doesn't utilize the strength of media ..... Needs more variety, was not innovative ..... Technical aspects were weak ..... Lecture formal ..... Lack of video creativeness ..... Lack of change of pace ..... The speaker talked down to the audience.

If I Could Change
Use the audience and involve them in role plays ..... Have audience members stand and participate-change of pace ..... Overlay some video performances ..... More visual aids, condense information ..... Use questions from audience at least ..... Put it on audio cassette ..... Add graphics or variety ..... Shorter, more variety in presentation ..... Add video footage to enhance her lecture ..... Use another format of presentation ..... More visual variety and detail ..... Make two tapes. Too long for one tape, too much info.

Compared to Similar Videos

Is informative ..... Above average ..... Doesn't compare ..... Average ..... Is informative.

Concerning the National Career Development Guidelines
Meets specific competencies.

Final Thoughts
Good for adult job searchers, including college students ..... Could have been done on audio tape ..... Good tool as part of employability skills course ..... A video tape of a lecture presentation--only for the motivated viewer ..... For corporate America and people headed there. No one else would put up with it ..... Good speaker, professional presentation, wordy ..... For mature adults with good attention span ..... A narrative or printout of speech would be equally as helpful ..... Good for adults who are used to workshops ..... Good info to have on file for those who need it ..... Helpful for current career changes ..... Would also be appropriate for high school students. Good deal, very affordable ..... Video is very professional, appropriate to adult population ..... Lots of good hints to reach employers. Δ

Title: **Self Esteem**

Producer or Vendor:	Cambridge	Supportive Printed Materials Included: Yes __ No X	
Subject:	Self-esteem		
Running Time:	17 Minutes	Producer's Recommended Level: Elem. __ Mid/JHS X	
Copyright or Production Date:	1988	HS X Adult __ Price:$89.00	

Self Esteem — **OVERALL FEEDBACK**

Content

Problem with definition of self-esteem, oversimplified ..... Too much content ..... Script not realistic or natural ..... Blah title! Get creative ..... Good information, poor presentation ..... Topic well covered but without opportunity for varied opinions ..... Too much materials may be distracting ..... Title tells what it is ..... Lots of content, needs discussion ..... Good introduction and overview ..... Very appropriately and accurately done.

Instructional Design

Presented very clearly ..... Although the self esteem problems that were addressed are typical of students, many are much more severe than poor grades, the boy putting her down, and not making the basketball team ..... Good use of narration and subtitles to emphasize key points ..... Use with discussion ..... This is not a subject to be talked about walking down the hall ..... Visual outline easy to follow and write notes ..... Clear and concise ..... Could easily pause to use as teaching tool ..... Content presented in too complicated fashion ..... Appropriate for high school students.

Effectiveness

Relevant topic and realistic scenarios ..... Too wordy ..... Too long ..... Gets tedious ..... Effective use of R.E.T. principles ..... Outstanding, even adults could benefit ..... Too staged, not realistic in presentation and interaction ..... You and I messages in dialogues are disconcerting.

Social Orientation

Intelligent, effective black counselor ..... Good tool to development of self responsibility ..... Could use more diversity in background extras ..... More attention needs to reflect current reasons for low self esteem (i.e., drug, parental abuse, etc.) ..... Why a female for your demonstration of illogical, irrational beliefs -- sexist? Needs a balance ..... Important for age group for every aspect of life.

Market Value

Not sure people would finish watching ..... There are better videos that address self-esteem issues ..... Priced a little high for value ..... Addresses topic very well, makes it seem workable ..... Good for decision making, goal setting ..... A tape that could be used with various age groups.

Audio

Polished and professional ..... Good and clear, easy to listen to ..... There was a break in the sound during some captions which was distracting ..... Very clear, good voices ..... Some background noise and voice was weak at the beginning ..... Crisp dialogue ..... Tinny Sound ..... Music inappropriate to age group ..... The narrator would have been improved.

Visual

Graphics terrible. Impact not strong; color and focus were bad. ... Dull, no variety ..... Needs to be more upbeat, didn't keep my attention ..... Non-stimulating background ..... Washed out, over-exposed ..... Nice lettering and titles were colorful, good graphics.

Production

Excellent technically ..... Poor lighting ..... Choppy and uneven ..... Nothing about obtaining more information ..... Places to pause and discuss tape were very helpful.

Self-Knowledge
Could be used with adults for discussion and explanation ..... Relationship between personal behaviors and self concept was excellently portrayed ..... Positive definition and tools.

General Impressions

Features I Liked Best
The graphics, lettering, borders, and topic message ..... Very clear, well organized, attention-getting video techniques were used ..... Captions to follow the points the counselor made ..... Very organized, makes complex concept seem simple ..... Short pauses allow students to take notes ..... An approach to defining self-esteem at a personal level ..... It was clear and easy to follow ..... The counselor and student worked together to solve problems ..... Its professional quality and its thoroughness of content and its above average graphics ..... Its attempt to address important issues in personal growth ..... The interaction with counselor-student ..... Makes some good points. The topic is timely ..... Content is very strong ..... Accurate depiction of a problem in high schools ..... Samples of irrational thinking that relate to topic relevant to high school ..... Opening is catchy ..... Narrator's voice is good ..... Intelligent conversation around the issue of self esteem ..... When concepts were introduced, the terms were on the screen. Good for visual learners ..... Distinct steps and advice to work on problem using basic R.E.T.

Features I Liked Least
Oversimplified definition of self-esteem and 'miracle cure' at end ..... Too abstract for low verbal skilled students ..... Boring ..... Didn't seem totally real; had too few people ..... There are some serious reasons for low self esteem that were neglected ..... Some of the student's dialogue is unbelievable ..... The complete blocking of the actors with lettered screen ..... Too many facts were presented ..... Same two actors were monotonous ..... Difficult to maintain interest, too much lecture ..... Girl's speech was sometimes unnatural as if she was reading script ..... Students might get bored.

If I Could Change
Create some interaction that was positive with the girl's peers ..... Use more actors and vary the situations ..... Refine the dialogue and use more action scenes ..... Add references to other reasons for low self esteem ..... Highlighting points more dramatically ..... Stopping points to promote audience interaction and discussion of concepts for reinforcement ..... Make the girl's speech less 'script-like' ..... Present more students in a group setting.

Compared to Similar Videos
This is good compared to others ..... Is packed with information ..... Very good ..... Had a lot to absorb ..... Average ..... Covers difficult and abstract content thoroughly.

Concerning the National Career Development Guidelines
Meets 1-3 high school competencies very well ..... Corresponds to self-knowledge area ..... Deals well with self esteem ..... Addresses self knowledge well ..... Doesn't address many competencies ..... Very appropriate to develop self knowledge ..... Should fit in very well.

Final Thoughts
Is a good film on self-esteem ..... Above average counseling tool ..... Stop film and plug in personal situations ..... Good video on personal growth and self-esteem ..... There are better videos available for the money ..... Might be used for peer counselor training and discussion ..... Costly but would be worth while ..... Could be effective with teacher developed supportive materials. Fairly high language level, content quite sophisticated ..... Good tool to stimulate discussion ..... Counselor could use this as a discussion stimulating tool showing portions of it over several weeks. Good for self esteem group ..... Must be followed up with further study and discussions. Suggest showing it in sections followed by clarification in discussion ..... Good tape and timely to help with teen suicide problem today ..... Appropriate for junior high too ..... Good subject matter. Possibly a little too long for high school students. Δ

Title: **What Employers Expect**

Producer or Vendor:	**Johnson/Rudolph**	**Supportive Printed Materials Included: Yes X No __**
Subject:	**Job Retention**	
Running Time:	**22 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1989**	**HS X Adult X Price: $159–295.**

What Employers Expect **OVERALL FEEDBACK**

Content
Lays out expectation very well for the non-four-year college graduate ..... Content appropriate for introductory level.

Instructional Design
Clear ..... Acting lacks professionalism ..... Appropriate for adult and high school students ..... Objectives spelled out at the beginning ..... Flowed well.

Effectiveness
Dragged somewhat ..... Poor acting, looked like they were reading their lines ..... Some forced acting ..... No high school students in film ..... Southern drawl distracts ..... Some corny dialogue ..... Good contrast on role models/examples.

Social Orientation
One character stereotyped -- female, airhead blond, chewing gum ..... No unique approaches.

Market Value
Good information and presentation ..... Overpriced.

Audio
Voices clear, actors enunciate well.

Visual
Writing and emphasis of major points over faces was distracting.

Production
Professional.

Self-Knowledge
Well presented video. Actors are in their 20's and 30's.

Career Planning
Skills to make career transitions were covered in part.

General Impressions

Features I Liked Best
The way concepts are presented and supporting materials ..... Intelligent dialogue, good use of vignettes in instruction ..... The information presented ..... Good content ..... Good information for the non-decision making job position ..... Content very good ..... Content areas important to job success ..... Lots of information for discussion about work behavior ..... Makes good points regarding job keeping skills ..... Good points for the inexperienced worker ..... Humor was effective and positively affected attention ..... Clear contrasts and relationships between attitude and success ..... Wealth of support materials that come with this video ..... Good content, good pacing, covered the important area of worker attitudes.

Features I Liked Least
Some acting was forced ..... Lack of creativity in disseminating information ..... Some corny dialogue, some poor acting ..... Presentation was forced and unnatural ..... Somewhat limited audience ..... Poor presentation and the actors are artificial.

If I Could Change
Include some high school students ..... More activity and modeling of good skills ..... Reworking script to make it less contrived ..... Getting rid of drawl ..... More situational comparisons and role playing to emphasize points ..... Replacing some of the actors.

Compared to Similar Videos
Is helpful and meets its intended objectives ..... Was effective ..... Is pretty good ..... Above Average ..... Excellent.

Concerning the National Career Development Guidelines
Aligns with educational/occupational exploration ..... Provides advice in interpersonal relations and maintaining good work habits ..... Addresses a couple of points quite well.

Final Thoughts
Support materials, overhead transparencies, and workbooks are excellent. You can purchase them for additional cost and can be used for adult students ..... Recommended for young adults or people with problems holding a job ..... Content was good, appropriate for clients with very low level work habits ..... Teaching tool for high school or vocational ..... Good to use in reinforcing employability skills ..... Good tool to teach job retention, probably better for adults than kids ..... Appropriate for community college career centers ..... Because of the age of the actors, it might not be appropriate for 9th and 10th grade levels. This is more appropriate for re-entry and inexperienced young adults. Δ

Title: Whatcha Gonna Do Now?

Producer or Vendor:	**Northern Light Productions**	**Supportive Printed Materials**	
Subject:	**Health Careers**	**Included: Yes __ No X**	
Running Time:	**17 Minutes**	**Producer's Recommended**	
Copyright or		**Level: Elem. __ Mid/JHS __**	
Production Date:	**1988**	**HS X Adult __ Price: $85.00**	

Whatcha Gonna Do Now? **OVERALL FEEDBACK**

Content
Takes a while to get to the point, is confusing ..... Not enough connection with health occupations ..... Motivational ..... Subtitle is not very clear ..... Only appropriate for a small number of people, for example, minorities ..... It would have been nice if they would have focused more on the job opportunities ..... Good title.

Instructional Design
Good targeted information ..... Objectives were not readily identifiable ..... Introduced new elements effectively ..... Discussion of internship, career options ..... Rap some was almost distracting ..... Outstanding ..... Not well organized but objectives are clear ..... High school students could relate easily.

Effectiveness
Gives information on how to get information ..... Entertaining ..... Unique ..... Poor acting ..... Might not hold interest of non-minority students ..... Very appropriate for specific audience ..... Issues were raised and addressed ..... Good acting, humorous ..... Has great entertainment value, memorable ..... Positive approach.

Social Orientation
Exceptional ..... Narrow audience ..... Only one caucasian in the film. Not sure how a predominantly White high school audience would relate. Very urban and ethnic ..... Broad ethnic representation ..... Might perpetuate stereotype of Blacks ..... Why were only Blacks and Orientals portrayed in health careers? Mannerisms and dialogue was somewhat stereotypical .....Good minority, recruiting video for health careers .....Seemed to be geared toward minority students.

Market Value
Overpriced ..... Rap music might date this video ..... Needed for a specific market but not universally ..... Excellent, very stimulating and entertaining while disseminating valuable information ..... Students will enjoy this video ..... Useful for today's at-risk students ..... Price is right.

Audio
Music appropriate. Some parts were hard to hear ..... Sometimes muffled ..... I had problems understanding some of the dialogue and lingo ..... Music is distracting, inappropriate ..... Rap music gave Black minority emphasis.

Visual
May overplay use of minorities :: Inner-city poverty . . . contrasts ..... Better than most ..... Visuals kept the viewers attention ..... Good use of scenes, kept talking heads to minimum ..... Good color and picture ..... Good settings, real appropriate.

Production
Good use ..... Very professionally done ..... Better than most ..... Very professionally filmed.

Whatcha Gonna Do Now? **GUIDELINES COMMENTS**

No comments provided concerning the Guidelines

General Impressions

Features I Liked Best

The humor ..... Entertaining. Appropriate for minorities ..... Addressed indecision. Gave options. The issues raised and addressed were very pertinent to high school students. Stimulated thinking in a humorous way ..... Realistic. Comic overtones to get message across..... Very contemporary and realistic ..... May soon date itself ..... Realistic interaction of the kids. Shows positive role models for minorities in health careers ..... Rap music soundtrack, interviews with medical practitioners.

Features I Liked Least

Should have covered the health occupations in more details ..... Addressed only minority --mainly the Black population. It was too limited in that it pertained to just the health field. It didn't really explore the different health occupations ..... The medical careers presented were rather confusing ..... It's exclusive use of Hispanics and Blacks and little attention to issues of diversity ..... Could be dated in a few years by the music ..... Took too long to get to the health careers..... Dealt strictly with minority students ..... Too slow to get to the point although establishes rapport with characters. Only for young, Black audience. More racial mixture needed. Very little actual information about various health careers was given.

If I Could Change

Use a better balance of races and not all minorities ..... Less information on friends and more on health careers ..... Add an introduction and overview. More specific information on health careers ..... A lot of slang was used ..... Take out the rap music. Have a smoother flow between scenes. Get to the central message earlier.

Compared to Similar Videos

Above average, entertaining, memorable and gets the point across ..... Gets top billing. Produced for the MTV generation and mixes strong content with exceptional young actors ..... Presents career planning as an important value ..... Is excellent ..... Better than average.

Concerning the National Career Development Guidelines

Touches on several competencies ..... A lead-off for some of the competencies ..... Fits very well to specific competencies ..... Contributes significantly in the career planning area ..... Addresses career planning issues well ..... Addresses some occupational information.

Final Thoughts

I would strongly recommend this video for any at-risk populations. Superb value, applicable beyond health careers ..... Excellent view of minority role models and options in health careers ..... Would be selective of target population ..... Good way to introduce the importance of career planning. An appropriate film to introduce further exploration of health care careers ..... Set in inner-city--appropriate for at-risk groups ..... I'm not sure how this would be received by an all Anglo student audience ..... Good for minorities. Questionable for a predominantly White group ..... Expensive for content ..... See no reason to purchase it unless it is to be viewed by only Black students whose minds are made up to seek only health occupations as a career field ..... I think kids would like it. Δ

INDIVIDUAL NARRATIVE VIDEO REVIEWS

In an effort to include a large and diverse selection of videotapes in the review process, workshop participants individually reviewed additional tapes and wrote a narrative summary of their reactions. This section includes 19 narrative reviews. Unlike the preceding section, no numerical scores or averages are reported. These summaries are the personal responses of individual reviewers only.

The videotapes available to reviewers were either a set or otherwise too long (over 40 minutes) to be reviewed during the workshops, not specifically designed as a guidance tool to be used with students or adult clients, or one of the many not available for review in a group format due to time constraints.

The reviewers were presented with a large range of videotape topics and selected those they wanted to review. The reviewers then had two weeks to review the video tapes with students or colleagues, or independently.

The reviewers returned the videotapes with their written summaries. Only minor editing was completed for purposes of consistency and clarity.

Title: **Career Success Strategies 1 and 2**

Producer or Vendor:	**JIST**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Professional Development Changing Jobs**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Running Time:	**60 Minutes/each**	**HS __ Adult X Price: $69.95/each**
Copyright or Production Date:	**1985**	

In this two-tape series strategies for the fast-tracked career seeker are discussed by leaders of industry and career development. Hosted by Richard Hart with a video essay by Dick Cavett, these tapes offer a very informative resource that is of the highest quality.

Career Strategies I, focuses on the development of the executive career. The viewer learns from CEO's of companies such as Burger King, Safeway, Monet Jewelry on how they achieved their current positions and qualities they look for in the people they hire and promote. Authors, Robert H. Waterman, *In Search of Excellence* and Richard Bolles, *What Color is Your Parachute?* along with other career professionals give practical advice on moving up the corporate ladder, avoiding burnout and career plateauing as well as when and how to challenge the system. They detail the need to develop skills in all aspects of the business world. This tape includes a section on proper business protocol as described in Lititia Baldrige, a former White House protocol advisor and author of *A Complete Guide to Executive Manners.*

Using the same cast, Career Strategies 2 focuses on the nuts and bolts of career advancement. The viewer is introduced to networking strategies within companies as well as now to use industry-wide contacts. A section on interviewing and resume writing is given special emphasis as well as how to negotiate for pay and perks. Attention is given to working hard to attract a top-notch mentor. The tape carefully adds that it is not prudent to attach oneself to one mentor in case that person falls out of favor with the company. An important factor to a good mentoring relationship is that the mentor must be willing to be honest about the trainee's abilities.

Being honest emphasized throughout the tape along with the importance of being oneself. Other personal qualities mentioned as being vital to success are a sense of humor, flexibility, being a quick and thorough learner and a risk taker. This last quality is well documented by the CEOs in the tape who were able to reach the top without family ties.

A strategy not mentioned in other videos, but given detailed emphasis in Career Strategies II is the use of headhunters in career advancement. As stated in the video, those seeking the fast-track should only stay in a position for three to five years contingent on the type of career. Those expecting to rise to the top of their profession often work for several firms in order to achieve their goals.

This tape uses a documentary style that will appeal to the intended audience of business executives or would-be executives. Richard Hart, the narrator is professional in appearance and voice quality. His frequent review of the statements given by the various experts makes it easy to organize important information. Likewise, Dick Cavett's essay in each tape provides entertainment value and gives the viewer an insight into the motivation of those deemed as successful.

Although the tapes are mostly talking heads it keeps the interest of the viewer through its sophisticated production techniques and its relatively fast pace. Sixty minutes in length it may lose the interest of an audience, but the video is enhanced by some very interesting people who have passion for what they are doing. This aspect made the viewing time seem to fly by and left me wanting to know more about the subjects discussed in the videos. This need is answered by providing a section at the end of the tapes on resources for further information. Unfortunately, all the resources mentioned were books that were written by the video's participants or other tapes produced by Esquire.

(Continued on Following Page)

Title: Assertiveness Training For Professionals

Producer or Vendor:	**CareerTracks**	**Supportive Printed Materials**
Subject:	**Assertiveness/Professional Development**	**Included: Yes __ No X**
Running Time:	**90 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS __**
Production Date:	**1989**	**HS __ Adult X Price: $59.95**

Do you ever feel guilty for expressing your feelings? Do you find yourself apologizing for things you've said? Do you bottle up your emotions at work until you're ready to explode? If assertiveness in the work environment isn't one of your strong points, this video may help.

This videotape has us eavesdropping on a seminar by Helga Rhode, identified as a "accomplished behavior therapist", as she presents standard assertiveness training ideas to a live audience. A dynamic and practiced speaker, Rhode offers fundamental tips and basic guidelines to developing assertive behavior.

The technical quality of the production was faultless -- if this video is any indication of the quality of the CareerTracks publications, consumers can expect consistently clean professional products from this company.

At 90 minutes, this video was found to be a little lengthy for the "taped lecture" format employed by the CareerTracks videos, but this didn't detract from its impact. Breaking up the presentation of the video would overcome this drawback while providing time for discussion of the numerous topics presented.

By providing thorough information and sound advice on building effective work relationships and developing interpersonal communication skills, this video will likely have a long shelf life.

Reviewed by Dan Shaffrick, Student Services Counselor at Colorado Mountain College, Steamboat Springs, CO.

Career Success Strategies 1 and 2 (Continued)

The video does have some shortcomings. Sex equity in the corporate executive suite is still not at the level it should be and the video does little to discourage this imbalance. The only female of any significance is the CEO of Monet Jewelry, a corporation traditionally headed by females. The video also is nearly void of any minorities and seems insensitive to minority and female issues in corporate America.

These videos fill a void in the career counseling tape library by providing a source for those on the fast-track and are most likely beyond the first entry-level position. It is questionable that both tapes are needed as I found Career Strategies II to stand well on its own as well as better fitting the needs of the career counselor most often working with the client in need of a new job or career.

Reviewed by Tom Barrett, a career counselor at Colorado State University, Fort Collins, CO.

Title: **Career Exploration and Planning Program Videotapes Series**

Producer or Vendor:	**Meridan Education Corporation**	**Supportive Printed Materials**	
Subject:	**Career Education and Planning**	**Included: Yes X No __**	
Running Time:	**15 Minutes each—4 tapes**	**Producer's Recommended**	
Copyright or		**Level: Elem. __ Mid/JHS X**	
Production Date:	**1989**	**HS X Adult __ Price: $89.00 each**	

Your Future: Planning through Career Exploration
Your Interests: Related to Work Activities
Your Temperaments: Related to Work Situations
Your Aptitudes: Related to Learning Job Skills

This series includes four completely new live action videotapes that present the concepts of career exploration, interests, temperaments, and aptitudes. As an optional component that supports the Career Exploration and Planning Program (CEPP), the video tapes may be used independently as supplements to other career guidance activities in both classroom and individual settings. They are targeted to junior and high school audiences. The videotapes are approximately 12-15 minutes each. They sell for $89.00 each or $289.00 for the set of four. Each videotape includes a user guide describing the content with suggested applications. The tapes may be used with most state career information delivery systems, as well.

These are videotapes we would want in our library of resource materials to assist students in career decision making. The videos clearly document and define interests, temperaments and aptitudes and provide the viewer opportunities to relate them to learning job skills and to various work situations. The video on interests could be enhanced by providing information concerning the various instruments that could be used to assist a student in identifying their interests. The video on temperaments shows ten work situations and the types of temperaments it takes to succeed in that type of work. The video on aptitudes follows the U.S. Department of Labor's worker trait groups.

Post-viewing learning activities to reinforce the information presented could include: 1) Exercises to explore aptitudes as they relate to skills needed to succeed in careers, 2) aptitude tests to help students define their own skills, and 3) job shadowing activities.

Because of the high school focus, adults might be turned-off by the video. Making a similar video with an adult focus to improve the audience acceptance of concepts presented might be worthwhile.

Certain competencies of the National Career Development Guidelines are addressed in "Your Attitudes: Related to Learning Job Skills." Specifically those competencies include: Number IV - Skills to locate, evaluate and interpret career information; Number VIII - Understanding how societal needs and functions influence the nature and structure of work; Number IX - Skills to make decisions, and; Number XII - Skills in career planning.

Reviewed by Carole Custer, Women's Center Director, Front Range Community College, Westminster, CO and Brent Jacobsen, Instructor, Counseling and Career Development, Colorado State University, Fort Collins, CO.

Title: College Freshman Companion

Produce or Vendorr:	**Capstone Films, Inc.**	**Supportive Printed Materials**
Subject:	**College Orientation**	**Included: Yes __ No X**
Running Time:	**53 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS __**
Production Date:	**1987**	**HS X Adult X Price: $29.95**

Designed to help new college students make the transition from high school to college and make the college experience easier and more fulfilling, the tape features insights from teachers, administrators, and college students.

The first area covered are hints, tips and skills for surviving in college. Part of this section includes a comparison of the vocabularies that describe high school and college.

High School	College
School	Campus
Principal	Dean
Homeroom teacher	Faculty advisor
Homework	Assignments
Report Card	Grades

These differences are used as an introduction to the adjustments to be made in adapting to college life. Students are urged to be open to new ideas and explore all possibilities while in college.

A section is devoted to helping newly arriving college students realize that they must make decisions and face the consequences for their decisions and actions. Experts are used to emphasize the amount of reading and work expected of college students. Students are encouraged to be prepared and parents are urged to start letting go of their college students.

Four axioms are used to help new students become active learners. For example, students should "attend class regularly and communicate with their teachers." This is further explained through role playing and interviews with students and teachers. Proper preparation is explained and encouraged.

Listening skills are emphasized and note taking is discussed. Hints are provided on taking notes properly and getting the most from each professor by getting to know them completely. Professors are experts or consultants hired by the student to teach them what they know. Students demonstrate good business skills when they use these people wisely.

Other topics covered are how to strengthen memory, a class syllabus, drugs and alcohol, sexual relations, college support services, and the role of an academic advisor in a new students life. Students are shown how to make the most out of college by balancing the academic and social aspects of campus life. Pitfalls in the fast moving social life are identified and suggestions are provided to help the new student take advantage of opportunities without being swept away by extra curricular activities. The language of fraternity/sorority organizations is defined and the advantages of networking within the various social organizations is explained.

One of the most important messages provided in this video is that supplemental/support services are available and new students need to take advantage of them early in their college career. Students are encouraged to "drop" classes if overloaded, and never "to stop coming without dropping." The film summarizes with the following statement. "College is a giant smorgasbord of knowledge. Take what you want? Whether you leave hungry or full is up to you."

(Continued on Following Page)

Title: Choices Today for Career Satisfaction Tomorrow

Producer or Vendor:	**Cambridge Career Products**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Educational Exploration**	
Running Time:	**30 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS X Adult X Price: $98.00**

"Occupational Preparation" is the final phase of a three-part series entitled "Choices Today for Career Satisfaction Tomorrow". Emphasis is placed on the development of roadmaps towards post-secondary training, focusing on open options, exploration, and planning during high school. The format utilized by the producers is a roundtable discussion, featuring students with various interests and a high school counselor. Although lines seem very rehearsed, the information provided is applicable to most high school students.

The importance of high school academic preparation is addressed first. No matter which avenue a student chooses to follow past high school, awareness of academic requirements is a must. The counselor in the video talks of weaving together academic, vocational, general, and personal interest coursework to assist with post-secondary preparation and career decision making.

Secondly, the counselor and students confront the issue of post-secondary choice. Although high school preparation is important to post-secondary choice, many decisions are not final. The options discussed included vocational/technical school, on-the-job and apprenticeship training, military, community/junior college, four-year college, and professional/graduate school. Students are encouraged to keep options open and explore any areas of interest. Again, decisions made in high school are not always final.

Additionally, the video stresses the importance of filling out applications correctly, meeting deadlines, and having an awareness of processes related to post-secondary choices and options. Exploration, awareness and planning are essential to entering post-secondary training, no matter the choice. In general, the video does a fine job of offering alternatives and mentioning to students the importance of utilizing all resources in the training and career decision making process.

Reviewed by Tom Jones, Coordinator of Student Services, Aims Community College-Loveland Center, Loveland, CO.

College Freshman Companion (Continued)

This video makes excellent use of action, scenes, role playing and actual campus activities to present its important message to new college students and their parents. It is well balanced with non-traditional gender and ethnic roles portrayed. It is colorful and entertaining as well as informational. It fulfills competencies in two content areas of the National Career Development Guidelines. It is targeted for students attending a four year college or university. It does not mention two year schools or issues primarily relating to two year schools. This is not a problem, however, since most of the video is general enough to use either place. It provides some excellent information and ideas for orienting new students in both two year and four year settings.

Reviewed by Billy Hardgrave, Associate Professor, Aims Community College, Greeley, CO.

Title: Got a Job Interview? Learn the Skills

Producer or Vendor:	**Pleasantville Video Media (Sunburst)**	**Supportive Printed Materials**
Subject:	**Job Search/Interviewing**	**Included: Yes X No __**
Running Time:	**25 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS X**
Production Date:	**1988**	**HS X Adult __ Price: $185.00**

Directed at high school students and people entering the job market for the first time, this tape provides a number of examples of students preparing for and interviewing for jobs. The natural anxiety and frustrations of interviewing are acted out and the video provides breaks for discussion and classroom interaction.

The acting is very professional and the overall video is one of the best I have seen. In sharing this with my school's business teachers they felt it had value for use in work study and life skills courses, and our Career Development Training program. "Very accurate and realistic." "Students will relate well to the situations and the actors." These were some of the comments made by teachers viewing this video.

The producers succeeded in capturing real life situations in a gender balanced, non-stereotyped way that students will benefit from and relate to. A publication is included that lists the entire dialogue to aid the instructor in discussion and review. The video emphasizes positive work habits and reveals the consequences of both good and bad habits.

There is some good interaction between students dealing with supporting each other, positive self esteem and self talk. There is good variety in interactions with interviewers, types of jobs interviewed for and in responses to the interviews. Some students are turned down for jobs, and others receive jobs. There is also an example of a referral to another source because of a positive interview. This is a very good tool for using with young job seekers.

Reviewed by Gregg Knoll, Counselor at Rocky Mountain High School in Fort Collins, CO.

Title: Heroes and Strangers

Producer or Vendor:	**New Day Films**	**Supportive Printed Materials**
Subject:	**Adult Children of Divorce**	**Included: Yes X No __**
Running Time:	**25 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS __**
Production Date:	**1984**	**HS __ Adult X Price: $425.00**

Addressing the subject of adult children of divorce, this video offered a potpourri of adult males and females sharing their feelings and experiences around the issue of divorcing parents.

I recommend the film for seniors in high school and adult audiences only. The video is appropriate as an introduction to a unit on feelings, family relationships, male/female relationships, or divorce adjustment. "Heroes and Strangers" should be previewed before presenting it to an audience.

Due to the emotional baggage associated with the topic of adult children of divorce; I recommend the video be shown in a structured setting. Pre and post viewing discussion with a trained counselor are important to derive the greatest benefit from the subject matter presented. The counselor/audience interaction would be very helpful as specific aspects of male/female, father/daughter relationships are discussed.

The only supportive material included are flyers about the product. It is possible to rent the video, and I would recommend renting it as opposed to purchase, since the purchase price is $425.00.

The closest "Heroes and Strangers" comes to addressing any of the competencies of the National Career Development Guidelines is competency XI, Understanding the continuing changes in male/female roles.

Reviewed by Carole Custer, Women's Center Director, Front Range Community College, Westminster, CO 80030.

Title: How to Get the Job You Want

Producer or Vendor:	**JIST**	**Supportive Printed Materials Included: Yes X No __**
Subject:	**Job Search**	
Running Time:	**60 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS X Adult X Price: $188.00**

If the instructor wants a one hour stand alone lecture this is the video to get. The presentation on this video is of a presenter talking to a small group workshop about job seeking skills. The content is good but the advantages of the video medium are lost. Similar results could have been obtained with an audio tape.

The benefit of attention getting was never used in this video. The presentation was unimaginative and could have been done by the course instructor. Many of the workshop participants were women seeking traditional secretarial jobs, rather than a variety of occupations. The pace of the presentation was slow and attempts to get interaction from the group was seldom spontaneous.

The length of the tape, 60 minutes, is difficult to fit into a class period and thus makes this a difficult tool for high school instructors to use. Music was not incorporated into the body of the tape and there was no acting out of content. This one hour lecture addresses many of the National Career Guidelines without creativity or imagination.

Reviewed by Gregg Knoll, Counselor at Rocky Mountain High School in Fort Collins, CO.

Title: Image and Self Projection for Today's Professional Women

Producer or Vendor:	**CareerTrack Publications**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Professional Image**	
Running Time:	**62 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1987**	**HS __ Adult X Price: $59.95**

This video is targeted to women who want to improve their image, both internally and externally. A dynamic speaker, Julia White, gives tips and advice on how to project yourself as a winner. She begins with the thesis that there is a correlation between professional achievement and the image one projects.

She uses a combination of personal experience and research studies to document the fact that women tend to de-value themselves professionally and attribute their successes to external factors. She gives advice on how to stop self-defeating talk, and behaviors, and instead focus on your achievements.

Throughout the video, Ms. White is speaking to a lively group in a seminar format. Her style is warm and humorous; someone you would want to invite into your home. She interacts often with the audience.

She gives additional tips on risk-taking, creating one's own luck and body image. All her advice is geared toward first changing how one views self and then changing how others view you. She also lectures on how to gain visibility within and outside of your organization.

Overall, this video does an excellent job of addressing the self-knowledge competencies of the National Career Development Guidelines. The video is professional and polished and is great value for the price.

Reviewed by Julie Grant, Assessment Specialist, Bollman Occupational, Center, Thornton, CO.

Title: It's Your Choice (Come Alive Series)

Producer or Vendor:	**JIST**	**Supportive Printed Materials**
Subject:	**Change/Decision Making**	**Included: Yes __ No X**
Running Time:	**30 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS __**
Production Date:	**1989**	**HS __ Adult X Price: $180.00**

"It's Your Choice" concentrates on decision making and is produced by JIST as a portion of their Come Alive! Series (six programs that can be combined in any way or used independently. $900.00 for one set of six). Throughout life, decisions and choices are confronted daily. This video allows viewers to observe systematic decision making at work. Emphasis throughout the discussion centers on gathering information, exploring options, and utilizing information in decision making. The format is one of panel discussion and narrator.

Throughout the first segment, discussion is focused on questions for gathering information. "What kind of person am I?" is addressed, asking viewers to analyze strengths, weaknesses, abilities, and characteristics.

Secondly, getting in touch with personal feelings is approached. Whether job or personal related, viewers are encouraged to confront their feelings and understand them.

As a conclusion to the first half of the video, expectations are presented. Never assume anything. Communicate!

Providing support of the above mentioned process, is a decision making model. Very simply, taking gathered information and plugging into a process.

1. Phrase your problem in a positive manner
2. Identify alternatives to the problem
3. Analyze each alternative, separating fact from feelings
4. Identify feelings, and personal and occupational needs related to each alternative
5. Analyze all gathered information, prioritizing alternatives from least to most attractive
6. Make a contract with yourself on the choice alternative

As with most information concerning decision making, emphasis is on options, alternatives, and goal setting. The video discussion focuses on adults, but could be utilized with any group wanting quality information on decision making.

Reviewed by Tom Jones, Coordinator of Student Services, Aims Community College-Loveland Center, Loveland, CO.

Title: **Job Search Videotape Series**

Producer or Vendor:	**Tucker Associates**	**Supportive Printed Materials**
Subject:	**Self Analysis, Job Interview Preparation, and Selecting a Position**	**Included: Yes X No __** **Producer's Recommended**
Running Time:	**Approx. 20 Minutes/each**	**Level: Elem. __ Mid/JHS __**
Copyright or Production Date: 1986		**HS X Adult X Price: $69./each**

Job Search Preparation
Successful Interviewing
Negotiating the Job Offer

The "Job Search Videotape Series" offers a thorough introduction to job hunting primarily for college students. The well-conceived and sometimes humorous scripts for the better-than-average presentation of basic job-hunting strategies. They could easily serve as the backbone of a training unit, supplemental material for further study, or stand-alone resources for student review.

The three tapes follow Tom Miller, a college student nearing the end of his college education, as he prepares for and completes a successful job search. The first tape provides important coverage of the early career-planning process, such as assessing skills relevant to career choice and identifying career options as well as preparing resumes and cover letters. The second tape leads us through Tom's interviews and by the third tape, we watch as Tom must evaluate job offers and negotiate salary and benefit packages.

The interaction between actors was well-executed. Overall, the acting and dialogue didn't distract from the message, although it was obvious that some of the characters were occasionally reading their lines from off-camera. Some attention was given to providing a gender-balanced presentation but overall the tapes fail to provide adequate role models for ethnic or handicapped groups. Although the videos were four years old at the time of this review, they have retained their relevance in a changing job market and would have long shelf life in a career resources library.

The supplemental workbook is available for a small additional cost and the tapes refer to this supplemental material several times, more frequently in the first tape during the career planning/assessment process. While the workbook could be used in conjunction with the videos to build a rounded classroom experience, the tapes serve equally well without support.

Reviewed by Dan Schaffrick, Student Services Counselor at Colorado Mountain College, Steamboat Springs, CO.

Title: Personal Development Series

Producer or Vendor:	**Cambridge Career Products**	**Supportive Printed Materials**
Subject:	**Interpersonal Relationships, Self Develop ment, and Stress Management**	**Included: Yes __ No X** **Producer's Recommended**
Running Time:	**20 Minutes/each**	**Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS X Adult __ Price: $89./each**

Getting Along With Others
Shyness and Assertiveness
Stress
People and Values

This series of four videos, each 20 minutes, highlights areas of self-knowledge and personal development critical to individuals' happiness, school and career success. The information is presented through a discussion between a teacher/counselor, usually an ethnic minority, and four high school students, depicted by white youth who appears to be of middle-to-upper socio-economic background. The instructional presentations are logical and clear but sometimes move slowly and lack creativity in delivery. The series may not hold the attention of minorities, high-risk youth or of adults who could have a hard time identifying with the actors, or the setting and the way the issues are presented. However, the good technical quality of the video supports the content well. Comments about each video follow.

Getting Along With Others addresses six major problem personality types: the wet blanket, whimp, bully, gossip, perfectionist and sheep. Attention is given to personal styles in structure, emotion, sensing and how our understanding of and interaction with persons having different styles may differ. The video focuses on four keys to getting along with others as skills which can be developed. The Keys include: (1) put self in the place of others; (2) accept differences; (3) don't expect too much; (4) be willing to compromise.

This video would serve well as a sole instructional tool or as stimulation for further study. Concerning the National Career Development Guidelines, it provides good coverage of self-knowledge, competencies I and II for adults and high school students by addressing the influence of a positive self-concept and skills to interact effectively with others. The video covers much content in twenty minutes and would be most effective accompanied by comprehensive discussion.

Shyness and Assertiveness deals sensitively and sensibly with the causes, triggers, feelings and methods of overcoming shyness. It also defines, discusses and illustrates aggressive, assertive and passive behavior styles although the most time and effective focus is spent on shyness. The video is best used accompanied by discussion. Like *Getting Along...* it provides good coverage of self-knowledge, competencies I and II of the National Career Development Guidelines. The video would benefit from less lecture and more active demonstration of behaviors discussed.

Stress presents a thorough overview of basic techniques for dealing with stress and, therefore, for enjoying our lives. Techniques presented include breathing control, muscle relaxation, thinking positively, accepting and expressing feelings, fixing or forgetting the sources of stress. The video identifies and explains the cause of stress - YOU! This video, too, contributes positively to viewers achievement of competencies I and II of the National Career Development Guidelines.

In *People and Values* four students are challenged to commit to the values which really motivate them by playing an auction game. Viewers soon realize that defining what is most important to us is difficult and necessary for being comfortable with ourselves, understanding others and responding to external pressures. The video defines the major values as physical activities, understanding the world, creative expressions, helping others, power, security, homelife and achievement. This video can be a source of lively discussion and their own auction game for viewers. It contributes to viewers self-knowledge and understanding of a positive self-concept, competency I of the National Career Development Guidelines.

Reviewed by Kay Hood, Counselor, Front Range Community College, Larimer County Center, Fort Collins, CO.

Title: Self-Image and Your Career

Producer or Vendor:	**Pleasantville Video Media (Sunburst)**	**Supportive Printed Materials**
Subject:	**Personal and Professional Development**	**Included: Yes X No __**
Running Time:	**38 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS __**
Production Date:	**1988**	**HS X Adult __ Price: $205.00**

"Self-Image and Your Career" is a thirty-eight minute video accompanied by a forty six page teacher's guide. The teacher's guide contains an introduction, learning objectives, a summary of the program, questions for discussion, suggested activities, a values questionnaire, a bibliography and a script of the video. This set of materials has a 1988 copyright.

The video is divided into three separate parts. Part 1 is "A Question of Personality." Part 2 is "The Skills to Do the Job." Part 3 is "Values: What Do You Care About?" Each part is presented separately with a combination of drama, music, and natural settings that make the video both informative and entertaining.

Part 1 presents various personality types in relation to various vocations. While not mentioned, the four types presented relate to the types discovered by the Myers-Briggs Type Indicator (MBTI). The four scales presented in the video oar Introversion/Extroversion, Practical/Intuitive, Thinking/Feeling, and Structured/ Unstructured. Each characteristic is contrasted with its opposite through the use of role playing. We are able to see practical examples of each type and how they relate to various occupations. Emphasis is also placed on the idea that whatever traits are present in an individual's personality are okay. Traits are viewed as preferences, not right or wrong characteristics. Members of the audience are encouraged to identify their traits, and then find occupations of interest that fit their particular needs.

Part 2 presents the same individuals we met in part 1 identifying and using skills in various occupations. Once again, skills are not judged as one being better than another. Each skill is viewed as an asset to the particular individual who possesses it. Self-management skills are also mentioned and encouraged.

Part 3 deals with personal and job values an individual possesses. The importance is again placed on the identification of values and how this can be used in selecting a career rather than judging the appropriateness of the value. A values identification exercise is included in the teacher's guide. It provides the opportunity for students to rate on a scale of 1 to 5 the importance of each value to them personally.

This video is tastefully and professionally presented. It is well organized, holds attention, and well balanced in regards to the use of gender and ethnic representation in a variety of roles. It made very good use of the National Career Development Guidelines in both the high school and adult categories. This video is highly recommended as an introduction to personality, skills, and values assessments in career planning classes for high school and community college students.

Reviewed by Billy D. Hardgrave, Associate Professor, Aims Community College, Greeley, CO.

Title: Stress Management for Professionals - Volume I

Producer or Vendor:	**CareerTrack**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Stress Management**	
Running Time:	**85 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS __ Adult X Price: $59.95**

CareerTrack has put out an excellent stress management tape aimed at business professionals, but useful for any college or adult population. This is a quality production, full of entertaining and informative examples and stories. Although in a workshop format, it is far from boring and not at all hard to follow. The experience is that of being at the workshop along with the other participants. Questions from the workshop attendees are answered and give depth to the concepts presented.

The presenter, Roger Mellott, expresses ideas in common sense, easy to understand terms, using colorful and humorous examples. These would be easy to utilize in anyone's life. Some of the topics addressed are: dealing with difficult people, problem solving, control and lack of control over situations in one's life, and when to make major decisions and when not to.

Stress management skills are taught in an effective and memorable style. One is left at the end of the tape wishing the seminar wasn't over. Indeed , it isn't, but the second half is on Volume II. This tape is highly recommended for any adult in this stressful world.

Reviewed by Linda S. Taylor, M.A., Career Counselor/Coop Coordinator, University of Colorado, Boulder, Colorado.

Title: The Financial Aid Planner

Producer or Vendor:	**Cambridge Career Products**	**Supportive Printed Materials Included: Yes __ No X**
Subject:	**Financial Aid for College**	
Running Time:	**25 Minutes**	**Producer's Recommended Level: Elem. __ Mid/JHS __**
Copyright or Production Date:	**1988**	**HS X Adult __ Price: $98.00**

This videotape is informative and appropriate for high school students with financial needs planning to attend college. Although the technical quality of the tape is not good, the information is thorough, timely and helpful. The script suffers from "corniness" but this does not detract from the value of the information given. An overview of financial aid resources and how the work is provided, as well as a detailed step-by-step procedure for finding and applying for financial aid.

This videotape brings up the pitfalls of getting financial aid and methods of dealing with them. For example, many high school students do not know how long the application process takes and, therefore, do not start until too late. In the conversation between the students on the tape, some common misconceptions are dispelled. The time frame for applications and receiving the funds is an important aspect discussed and could save a student a lot of time and anguish in obtaining financial aid. The point is made that many students can qualify for financial aid even if still dependent on their parents for financial assistance.

Since the financial aid process can be confusing for college students, as well as high school students, this tape is recommended for college level students also. After entering college, it is more evident what the financial needs of a student will be. Finding additional financial resources can be an important step in helping a college student remain in school. Since the format of the tape is a conversational between two high school students

(Continued on Following Page)

Title: Study Skills for School Success

Producer or Vendor:	**The School Co.**	**Supportive Printed Materials**
Subject:	**Study Skills**	**Included: Yes __ No X**
Running Time:	**22 Minutes**	**Producer's Recommended**
Copyright or		**Level: Elem. __ Mid/JHS X**
Production Date:	**1989**	**HS X Adult X Price: $98.00**

Organization makes things easier. It's a matter of good management. When we apply organizational skills to schoolwork we call them study skills. *Study Skills for School Success* presents clear rules and approaches to study skills.

Using a teacher-student dialogue, visually presented outlines and cameos of "General Clutter," a blustery, disorganized army general, the video humorously illustrates each point and reminds us all of our worst organizational moments and the price we often pay for such messes.

The video covers four objectives, the Four T's: Time Organization, Textbook Study, Term Papers and Tests. Time organization includes three rules: how to develop a time schedule, why scheduling is important and the three types of time (fixed, study and free). The video introduces the PROPS Reading Systems: Preview, Read, Outline, Predict questions and Study. It develops the seven stages of paper writing: topics, selection, preliminary research, outline major points, major research, rough draft, further research and final copy. Test taking tips include finding out about the test itself and taking cues from teachers.

The twenty-two minute video comes with a content outline, sample examination questions and answers and study exercises. Although the actors are young and the setting is a high school, the content and instructional presentation suits adult as well a junior and senior high audiences. The technical quality of this video earns a top rating.

From the perspective of the National Career Development Guidelines, the video addresses competencies I, II and V. It clearly demonstrates that good study and organizational skills affect our self-concept, how to overcome self defeating behavior and how to build confidence in our ability to achieve learning habits and skills. As a tool to introduce, to carry or to encourage further investigation of study and organizational skills, this video would be a useful addition to a school or counselor's teaching library.

Reviewed by Kay Hood, Counselor, Front Range Community College, Larimer County Center, Fort Collins, CO.

The Financial Aid Planner (Continued)

and a college student, there is a role model for the college level student. The information is given verbally and then in written form to emphasize the different steps and time frame for each step. Some humor is injected into the conversation and this helps in committing the information to memory. This tape can be used as a stand-alone tool to inform students about potential financial aid resources, and where to seek assistance in obtaining the proper forms and help in filling them out. The recommendation on tape is to consult a high school counselor for further help. Students are also referred to the financial aids office at the institution they plan to attend.

Reviewed by Linda S. Taylor, Career Counselor/Coop Coordinator, University of Colorado, Boulder, Colorado.

Title: The Secret of Job Success

Producer:	**Pleasantville Vido Media (Sunburst)**	**Supportive Printed Materials**	
Subject:	**On-the-Job Behavior**	**Included: Yes No X**	
Running Time:	**25 Minutes**	**Producer's Recommended**	
Copyright/		**Level: Elem. Mid/JHS X**	
Production Date:	**1988**	**HS X Adult Price: $165.00**	

This 25 minute video is directed at high school students and other people entering the job market for the first time. It provides a number of examples of how to succeed on the job and how not to function, acted out by high school students. The content is excellent and the format provides natural breaks for discussion and classroom interaction.

The acting is very professional and the overall video is one of the best I have seen. Several of our business teachers previewed the video and feel it has value for use in work study and life skills courses, and our Career Development Training program. "Very accurate and realistic." "Students will relate well to the situations and the actors." These were some of the comments made by teachers who saw this video.

The producers succeeded in capturing real life situations in a gender balanced, non-stereotypic way that students will benefit from and relate to. There is a publication included that has the entire dialogue included that will aid the instructor in discussion and review with students. The video emphasizes positive work habits and reveals the consequences of both good and bad habits.

Reviewed by Gregg Knoll, Counselor, Rocky Mountain High School, Fort Collins, CO.

Title: To Be Employed: Ready, Willing and Able

Producer or Vendor:	**Vocational Studies Center, University of Wisconsin**	**Supportive Printed Materials Included: Yes __ No X**	
Subject:	**Career Education and Planning**	**Producer's Recommended**	
Running Time:	**28 Minutes**	**Level: Elem. __ Mid/JHS __**	
Copyright or Production Date:	**1988**	**HS X Adult X Price: $89.00**	

This video highlights the job placement assistance offered through the Division of Vocational Rehabilitation, Madison, Wisconsin. Personal job placement assistance to a client with a disability is demonstrated, including using a computer to match individual interests and aptitudes with available openings in a variety of employment settings. Also, individual career paths are profiled through interviews with women who are disabled. Women share experiences and offer advice in making career decisions. The main message is that when seeking employment a person should consider his/her goals, including interests and aptitudes, first, and the disability second.

Reviewed by Kim Howell, Counselor, Bollman Occupational Center, Thornton, CO.

Title: **You're In Charge of Your Life (believe it or not) Part II**

Producer or Vendor: Self Esteem Enterprises (SOLTI)
Subject: Self Image
Running Time: 55 Minutes
Copyright or Production Date: 1988

Supportive Printed Materials Included: Yes __ No X
Producer's Recommended Level: HS __ Adult X
Price: $69.95 (Set of 4-$249.95)

You're in Charge of Your Life is a 55 minute video that is part two of a four part series on self-esteem. It begins by asking the question "Have you ever done anything that you really didn't want to do?"

With a small audience assembled, the speaker, Marilyn Grosboll, solicits feedback from the audience and addresses the concept of self-awareness. She encourages us to get in touch with our "power" by first realizing that we always have choices in life. She stresses doing what you want to do most at the moment, even when you don't like the circumstances. She proceeds to tell us that by increasing self awareness of what we want and by making choices we will therefore increase our self-esteem

Ms. Grosboll has had experience in conducting seminars on these same topics to prison inmates, and she does an excellent job in using analogies of the choices convicts make and our own choices. She leaves us with the knowledge that we may not always like our choices, but we do always at least have a choice.

This video is recommended by the producers for the adult audience, but I felt it had applications for the high school population as well. This video adequately addresses the first two competencies in the self-knowledge content area of the National Career Development Guidelines. This video would be very appropriate as a motivational tool for "at-risk" populations.

Reviewed by Julie Grant, Graduate Student, Occupational Needs, Colorado State University, Fort Collins, CO.

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Producers/Vendors of Videos

Many producers and vendors contributed to the project. Interested in having their products reviewed by panels of qualified consumers and having the evaluations published in this directory, most responded generously. The following is a list of producers and vendors compiled during the project. Those with an asterisk are companies whose video(s) was included in this directory. We sincerely thank all of the companies who have contributed to this project.

We are interested in keeping this list current, accurate and gorwing. If corrections or additions are warranted, please let us know.

ACE Distribution, Kansas Careers
College of Education
Bluemont Hall
Kansas State University
Manhattan, KS 66506
(913) 532-6540

At-Ease Inc.
Business Protocol & Etiquette
1212 Sycamore Street, Suite 32
Cincinnati, OH 45210
(800) 873-9909

* Cambridge Career Products
One Players Club Dr., Dept PC1
Charleston, WV 25311
(800) 468-4227

* Capstone Films
P O Box 286
Stevenson, MD 21153
(800) 525-2125

Career Passports, Inc.
1319 Spruce Street, Suite 201
Boulder, CO 80302
(303) 449-1631

* Career Tracks
3085 Center Green Drive
P O Box 18778
Boulder, CO 80308-8778
(800) 334-1018

Career Vision
251 Park Avenue South
New York, NY 10010
(212) 475-8200

* Center On Education and Training for Employment
The Ohio State University
1900 Kenny Road
Columbus, OH 43210-1090
(800) 848-4815

CFKR Career Materials, Inc.
P O Box 437
Meadow Vista, CA 95722
(800) 525-5626

Charthouse Learning Corp.
221 River Ridge Circle
Burnsville, MN 55337-9805

Education Associates, Inc.
8 Crab Orchard Road
P O Box Y
Frankfort, KY 40602
(800) 626-2950

Educational Services Unit
Public Relations Dept.
Public Service Co. of Colorado
550 15th Street, Room 620
Denver, CO 80202
(303) 571-8476

Films for the Humanities and Sciences
P O Box 2053
Princeton, NJ 08543
(800) 257-5126

Franklin Learning Systems, Inc.
10 Saugatuck Avenue
Westport, CT 06880-9934
(800) 999-0384

Golden West College
15744 Golden West Street
Huntington Beach, CA 92647

Impact Publications
Careers Dept.
10655 Big Oak Circle
Manassas, VA 22111-3040
(703) 361-7300

* JIST Works
720 N. Park Avenue
Indianapolis, IN 46202
(800) 648-5478

Job Search Video Series
San Diego Co. Office of Education
6401 Linda Vista Road
San Diego, CA 92111
(619) 292-3760

* Johnson Rudolph Educational Resources
1004 State Street
Bowling Green, KY 42101
(800) 248-5212

* Meredian Education Corporation
Dept. CG-89
236 East Front Street
Bloomington, IL 61701
(800) 727-55[illegible]

National Innovative Media
Route #2, Box 301B
Calhoun, KY 42327
(800) 962-6662

* New Day Films
853 Broadway, Suite 1210
New York, NY 10003
(212) 477-4604

* Northern Light Production
165 Newbury Street
Boston, MA 02116
(617) 267-0391

OL Career Aids Division
Opportunities for Learning, Inc.
20417 Nordhoff St., Dept. VC 6
Chatsworth, CA 91311
(818) 341-2535

Orchard House, Inc.
112 Balls Hills Road
Concord, MA 01742
(800) 423-1303

*Pat Sladey Associates
P O Box 440352
Aurora, CO 80044
(303) 751-7442

Ready Reference Press
P O Box 5249
Santa Monica, CA 90405

Research Press
Box 3177, Dept. S
Champaign, IL 61826
(217) 352-3273

* Sunburst/Pleasantville Media
101 Castleton STreet
Pleasantville, NY 10570-9971
(800) 431-1934

* The National Center for Research in Vocational Education
The Ohio State University
1960 Kenny Road
Columbus, OH 43210
(800) 848-4815

* The School Co., Inc.
207 Evergreen Drive
Vancouver, WA 98661
(800) 543-0998

* The Vocational Studies Center
University of Wisconsin, Madison
Dept. K., Room 964
1025 W. Johnson Street
Madison, WI 53706
(608) 263-2929

* Tucker Associates
10521 Elmenden Court
Oakton, VA 22124

Vocational Video
Vocational Media Associates
Box 1050
Mount Kisco, NY 10549-0050
(800) 431-1242

W.E.E.A. Publishing Center
Education Development Denter
55 Chapel Street
Newton, MA 02160
(800) 225-3088

Women Make Movies
225 Lafayette St., #212
New York, NY 10012
(212) 925-0606

APPENDIX A

THE NATIONAL CAREER DEVELOPMENT GUIDELINES

The Guidelines represent a major nationwide effort to foster career development at all levels. They are a competency based approach to career development that serves as a blueprint for states, schools, colleges and universities, and human service agencies to plan quality career guidance and counseling programs. The Guidelines represent professional consensus in three main areas:

- **Student/Adult Competencies and Indicators**
  Recommended student or adult outcomes are organized around self-knowledge, educational and occupational exploration, and career planning.

- **Organizational Capabilities**
  The structure and support needed for quality programs include administrative commitments, facilities, materials, and equipment.

- **Personnel Requirements**
  Counselors and other staff must have the knowledge and skills to deliver a quality program.

What are the Benefits of Comprehensive Career Guidance and Counseling Programs?

Research affirms many benefits of career guidance and counseling programs for youth and adults. Using the National Guidelines to improve programs will yield benefits such as the following:

- Better prepare people for the changing workplace by increasing their understanding of the relationship between education and employment and improving their career decision making skills.

- Increase accountability through regular assessment of student or adult achievement and evaluation of program components.

- Promote program coordination and articulation by defining a sequence of delivery and reinforcing learning from previous levels.

- Reduce individual risks by increasing school and program retention rates, promoting higher self-esteem, and improving social adjustment.

- Support educational excellence by increasing motivation and improving academic achievement.

- Enhance family involvement by helping parents understand how they can assist their children with career planning.

What are Quality Career Guidance and Counseling Programs?

High quality, comprehensive career guidance and counseling programs:

- Are identifiable but integrated with other program areas.
- Enhance career development knowledge, skills, and abilities.
- Are coordinated with other institutional programs and articulated with programs at other levels.
- Use coordinated activities such as counseling, assessment, career information, instruction, placement, consultation, and referral.
- Have a defined structure including qualified leadership, diversified staffing, resources, and effective management.
- Are accountable with evaluation that addresses both student/adult outcomes and program processes.

For more information about the Colorado Career Development Guidelines initiative contact:

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  Colorado Community College and Occupational Education System
  303-620-4000
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  303-866-4488
- NOICC at 202-653-5671

APPENDIX B

VIDEO EVALUATION FORM
VIDEO REVIEW & EVALUATION TEAM (VRET)
CAREER GUIDANCE VIDEO REVIEW PROJECT 1989-90

Evaluator's Name _____ Title _____ Date _____

School/Agency _____ City, State, Zip _____ Grades/Ages of Students/Clients _____

Title of Video: _____
Producer: _____ Producer's Recommended Level:
Subject: _____ Elem.___ Mid/JHS ___ HS ___ Adult ___
Supportive Printed Materials Included . . . . . Yes ___ No ___ Price _____
Running Time: _____ Copyright/Production Date: _____

QUALITY ASSESSMENT: For each criterion, circle the appropriate number on the rating scale described below.

4 = EXCELLENT: Criterion addressed as effectively and creatively as possible. Exceptional impact.
3 = VERY GOOD: Criterion addressed well. Above average. Strong impact.
2 = ACCEPTABLE: Not positive or negative. Average job of addressing the criterion.
1 = POOR: Criterion addressed in an unacceptable manner. Lacks quality. Below average.
NOTE: For ratings of 4 (Excellent) or 1 (Poor), please provide observations in Comments Section.

INSTRUCTIONAL QUALITY

Criteria	Operational Definitions/Guidelines for Rating	Rating Scale	Comments
Content	Title seems appropriate. Purpose understood early. Content current, accurate with adequate coverage. Content load appropriate.	4 3 2 1	
Instructional Design	Well-organized. Presented logically, clearly. Information appropriate for intended audience level. Objectives readily identifiable.	4 3 2 1	
Effectiveness	Holds interest of intended audience. Stimulates thinking. Creates curiosity. Positively impacts viewer's knowledge, skill, and/or attitude. Motivates response.	4 3 2 1	
Social Orientation	Role stereotyping (age, sex, race, ethnicity, religion, handicapping condition, etc.) avoided. Value orientation or social class bias not implied. Appropriate attention to current social issues (e.g., drug and alcohol abuse, health and wellness, aggression, self responsibility, etc.).	4 3 2 1	
Market Value	Product is needed. Unique. Marketable nationally. Timely and useful shelf life. Appropriate pricing.	4 3 2 1	
	Average Rating of Instructional Quality (Total points ÷ 5) =		

TECHNICAL QUALITY

Criteria	Operational Definitions/Guidelines for Rating	Rating Scale	Comments
Audio	Voices, narration are clear, understandable. Sound is crisp, clean. Background noise minimal. Music, sound effects appropriate, contribute to message.	4 3 2 1	
Visual	Focus, color, clarity, exposure are acceptable. Graphics and special effects appropriate, contribute to message. Attention getting scenes used. Visual impact strong.	4 3 2 1	
Production	Credits include names, dates, how to obtain information, etc. Camera work is smooth, steady, professional. Lighting natural, editing smooth.	4 3 2 1	
	Average Rating of Technical Quality (Total points ÷ 3) =		

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NATIONAL CAREER DEVELOPMENT GUIDELINE ASSESSMENT:

A check indicates that the video contributes positively to the intended viewer's achievement of the competency.

Note: For clarification of each competency and content area, refer to indicators included in the complete document, the National Career Development Guidelines.

Content Area	Related Competencies	Rating	# √s	Comments
Self-Knowledge	High School This video contributes to the viewer's . . . I. Understanding of the influence of a positive self concept. II. Skills to interact positively with others. III. Understanding of the impact of growth and development.	☐ ☐ ☐	____	
	Adult This video contributes to the viewer's . . . I. Skills to maintain a positive self concept. II. Skills to maintain effective behaviors. III. Understanding of developmental changes and transitions.	☐ ☐ ☐	____	
Educational and Occupational Exploration	High School This video contributes to the viewer's . . . IV. Understanding of the relationship between educational achievement and career planning. V. Understanding of the need for positive attitudes toward work and learning. VI. Skills to locate, evaluate, and interpret career information. VII. Skills to prepare to seek, obtain, maintain and change jobs. VIII. Understanding of how societal needs and functions influence the nature and structure of work.	☐ ☐ ☐ ☐ ☐	____	
	Adult This video contributes to the viewer's . . . IV. Skills to enter and participate in education and training. V. Skills to participate in work and life-long learning. VI. Skills to locate, evaluate and interpret information. VII. Skills to prepare to seek, obtain, maintain and change jobs. VIII. Understanding of how the needs and functions of society influence the nature and structure of work.	☐ ☐ ☐ ☐ ☐	____	
Career Planning	High School This video contributes to the viewer's . . . IX. Skills to make decisions. X. Understanding of the interrelationship of life roles. XI. Understanding of the continuous changes in male/female roles. XII. Skills in career planning.	☐ ☐ ☐ ☐	____	
	Adult This video contributes to the viewer's . . . IX. Skills to make decisions. X. Understanding of the impact of work on individual and family life. XI. Understanding of the continuing changes in male/female roles. XII. Skills to make career transitions.	☐ ☐ ☐ ☐	____	

SUMMARY RECOMMENDATIONS AND COMMENTS: Please use this section to provide your overall observations and suggestions.

GENERAL IMPRESSIONS:

The features I liked best about this video are . . . _____

_____

The features I liked least about this video are . . . _____

_____

If I could, I'd change this video by . . . _____

_____

Compared to similar videos, this one . . . _____

_____

Concerning the National Career Development Guidelines, this video . . . _____

_____

Final thoughts to help consumers . . . _____

_____

RECOMMENDED USE OF VIDEO:

- ☐ Introduction of a teaching/training unit
- ☐ Culmination of a teaching/training unit
- ☐ Stand alone instructional tool/unit/lesson
- ☐ Stimulation for further study on related subjects
- ☐ Motivational
- ☐ Entertainment
- ☐ Other: _____

_____